



*Suggestions for your campaign on*

**KAY FRANCIS**

*in her greatest picture*

**DR. MONICA**

**JEAN MUIR • WARREN WILLIAM**

**VERREE TEASDALE**

*are her supporting players*





# AN ACKNOWLEDGEMENT

*to Jack Allicoate* Publisher, Film Daily

The results of your recent questionnaire addressed to the nation's motion picture editors, adds further credit to your reputation as the publisher of an intelligent trade journal. » » Of particular interest in the planning of Warner Bros. publicity campaigns are the facts reported in answer to your query on the type of publicity found most useful by the press.

## YOU REPORT AS 'MOST WELCOME':

- |                              |                             |
|------------------------------|-----------------------------|
| 1. Current news.             | 7. Briefs about production. |
| 2. Short personal star bits. | 8. Genuine oddities.        |
| 3. Human interest stories.   | 9. Casting notes.           |
| 4. Timely feature stories.   | 10. Breezy items.           |
| 5. Personality sketches.     | 11. Beauty hints.           |
| 6. Truthful personal items.  | 12. Fashion notes.          |

We believe you have provided conclusive evidence of the kind of newspaper material which will prove of greatest benefit to motion picture theatres everywhere. The publicity section of this and other Warner Bros. press-books indicate our thorough agreement with your findings. Congratulations!

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As suggested in The Film Daily's poll of motion picture editors

## Lead-Off Story

### Unique Love Drama With All Star Cast Coming To . . . . .

How much should a good woman sacrifice for her husband's mistress? Should a sweetheart place her own happiness on the altar of her lover's home? Should a woman give up her husband to legitimize a love baby?

These are but three of the questions asked and answered in the exceedingly unusual film drama "Doctor Monica" in which Warner Bros. star the always charming Kay Francis, and which will open at the . . . . . Theatre next . . . . .

The tremendous story is made even more notable by a cast that includes, besides Miss Francis, Warren Williams, Jean Muir and Verree Teasdale, all stars in their own right; as well as Phillip Reed, Emma Dunn, Herbert Bunston, Ann Shoemaker, Virginia Hammond, Hale Hamilton and Virginia Pine.

"Doctor Monica" is based on a famous Polish play, and tells the story of a woman physician whose husband's love has been stolen by a friend. When the wife learns that the girl is about to have a baby by her husband, she not only attends to the girl during her illness, but arranges for a divorce so that the infant may be given its father's name.

How the girl mother repaid her debt of gratitude is the thrilling climax of a story replete with thrills, including a steeplechase in which a girl is hurled from her horse, and an airplane crash at sea.

Only as notable a cast as the one provided by Warner Bros. could have properly presented so powerful a love drama, and wherever the picture has appeared it has been acclaimed by both public and critics as the outstanding dramatic screen presentation of the year.

## Kay Francis



As seen by Abner Dean, noted caricaturist, Miss Francis is the star of "Doctor Monica," the dramatic film coming soon to the Strand Theatre.

Mat No. 13—10c

## On The Cast

### All Star Cast Is Selected For "Dr. Monica"

The age-old theatrical policy of surrounding an outstanding star with a mediocre cast, in order that the featured actor might shine the brighter in comparison with the others, is a thing of the past, insofar as Warner Bros. are concerned.

These producers, who have written motion picture history for the past decade, go to the other extreme, and each picture is given the benefit of the players who can best portray the characters, thus it frequently happens that a Warner star will appear in a supporting role.

In "Doctor Monica" which will open at the . . . . . theatre on . . . . ., Kay Francis is the featured star, but in the company are also Warren William, an outstanding screen favorite, who plays the part of Kay's husband, and Jean Muir, who enacts the role of the girl who stole William's love. All three are definite stars. There is also Verree Teasdale, who made her first hit in Warner Bros.' "Fashions of 1934." She has one of the important feminine roles as the confidante of Miss Francis.

Other players in the cast are Phillip Reed, Emma Dunn, Herbert Bunston, Ann Shoemaker, Virginia Hammond, Hale Hamilton and Virginia Pine.

The picture is a thrilling story of love and sacrifice. William Keighley directed.

## On The Cast

### Jean Muir Always Ready For Battle Except on Screen

The most self-reliant girl in Hollywood has been consistently cast in roles in which somebody walks rough shod over her. In real life Jean Muir can more than take care of herself. In fact, her ability to fight for her convictions is the talk of the Warner Bros. studios.

Practically every part she has played recently is of a girl of whom someone takes advantage. In "Doctor Monica," which comes to the . . . . . Theatre on . . . . ., she is the victim of a man's designs. This is a far cry from the Jean Muir who is willing to battle it out with directors, writers, supervisors and executives on occasion.

When she was first signed by Warner Bros., she refused to do a certain part until it was rewritten. Then, she asked that she be given a particular director. She won out on both scores. She took exception to the director's conception of certain scenes and she argued that out.

Nobody puts anything over on Jean Muir, except in pictures. It is generally conceded that executives smile leniently at Jean's eccentricities because her work is stamped with the talent that often accompanies temperament.

"Doctor Monica" is a stirring drama of two women who loved one man. Kay Francis, Warren William and Jean Muir form the triangle in this romance while others in the cast include Verree Teasdale, Phillip Reed, Emma Dunn, Hale Hamilton and Virginia Hammond. William Keighley directed the picture from the screen play by Charles Kenyon.

## Production Story

### Jean Muir Doesn't Care If Role Is Sweet Or Hateful

Jean Muir, whose latest Warner Bros. picture, "Doctor Monica," is now showing at the . . . . . Theatre, is one actress who does not care whether a part is sympathetic or hateful. Most featured players insist on a role that assures the audience's sympathy and in these days few feminine stars would consider a characterization that lacked glamor.

"If it's human, I'll play it," says Jean Muir, "good or bad—noble or despicable."

On this subject, as on all others, Jean has very definite ideas.

"If a young actress insists on roles that allow her to be beautiful, noble and wise, she cuts herself off from any number of fine human parts. In 'As The Earth Turns' I was a farmer's daughter; in 'A Modern Hero' I was a little country girl who gave herself to a circus rider. In 'Doctor Monica' I am in love with a married man."

"If my performances are good enough to make the character seem real, I don't mind. I would rather the audience said, 'She's a good actress' than to say, 'Isn't she sweet?'"

"Doctor Monica" is a stirring drama of two women who loved one man. Kay Francis, Warren William and Miss Muir form the triangle in this romance while others in the cast include Verree Teasdale, Phillip Reed, Emma Dunn, Hale Hamilton and Virginia Hammond. William Keighley directed the picture from the screen play by Charles Kenyon.

## On The Cast

### Warren William Is Happy Only When He Has To Work Hard

Warren William is one star who doesn't mind hard work. He would rather work twelve hours a day than loaf, and is only really happy when acting.

During the production of "Doctor Monica," his latest Warner Bros. picture, which comes to the . . . . . Theatre on . . . . ., the schedule was such that he had several days and half days off. He reported for work just the same, being unable to find anything as



WARREN WILLIAM appearing in "Doctor Monica," now at the Strand.

Mat No. 2 10c

interesting as watching the progress of the picture.

He developed the habit of hard work during his several years with stock and repertoire companies, followed by several strenuous seasons on Broadway and an almost continuous schedule since going into film work.

"Doctor Monica" is Warren William's seventeenth picture for Warners in three years. In it he is the central figure of a love triangle that has for its other two sides, Kay Francis and Jean Muir.

Others in the cast include Verree Teasdale, Phillip Reed, Emma Dunn, Hale Hamilton and Virginia Hammond. William Keighley directed the picture from the screen play by Charles Kenyon.

## FREAK FACTS . . . ABOUT FILM FAVORITES



These stars are all appearing in Warner Bros.' dramatic triumph, "Doctor Monica," coming to the Strand Theatre soon.

Mat No. 1—20c

## Star Story

### Kay Francis Gives Minor Players Full Share of Spotlight

The exact amount of credit due to a director for an actor's performance has always been a moot question in Hollywood. There is no question that an actor who gives a good performance for one director may turn in a poor one under another director.

Kay Francis, star of the Warner Bros. picture, "Doctor Monica," now showing at the . . . . . Theatre, has an interesting theory on the matter.

"All actors," she says, "see their own parts independently, and not in relation to the story as a whole. The result is that they are very likely to play a solo where they should be part of an ensemble."

"A good director, seeing his play as a composite effort, watches the shading of each role. No director, in the time allotted him, can teach a bad actor to act, but he can prevent over-development or under-development of a part and keep it in its proper relation to the story."

Miss Francis cites the instances of an actor who played the part of a butler in a story that revolved about the butler, himself. It was an important part, with several dramatic scenes. Twice, afterward, he had to be removed from pictures in which he was cast as an ordinary butler, because he tried to make a routine butler part stand out. This would of course throw scenes out of balance. He could not walk in and out unobtrusively, because he thought butler parts should be "played."

Kay is one of the few stars who not only is willing to give scenes to supporting players, but insists on doing so where the story requires it. This is illustrated in "Doctor Monica" where she shares scenes with Warren William, Jean Muir, Verree Teasdale and also minor players. The picture is a stirring drama of a woman's love and sacrifice. William Keighley directed from the screen play by Charles Kenyon.

## On The Cast

### Miss Teasdale Tops List of Dressiest Screen Actresses

Now that Verree Teasdale is established in Hollywood, there is a change in the list of well dressed women. Always one of the most smartly gowned girls of the New York stage, Verree is quite able



VERREE TEASDALE in the cast of "Doctor Monica" coming to the Strand.

Mat No. 5 10c

to hold her own in the film capital's perennial sartorial contest.

Shortly after she appeared in "Fashions of 1934," style writers began to revise their list of smart dressers and in "Doctor Monica," her latest Warner picture now showing at the . . . . . Theatre, she confirmed the impression of her previous appearance.

Verree Teasdale is a tall, statuesque blonde with a graceful carriage and an instinct for smartness. She designs many of her own gowns, and has done so for years. Recently a Hollywood newspaper printed a number of her pictures in various gowns as models of smart clothes properly worn.

In "Doctor Monica" Miss Teasdale is stunningly gowned as befits the role of a society woman, which she plays. The picture is the thrillingly dramatic story in which two women battle for love and happiness. Kay Francis has the title role while others in the cast include Warren William, Jean Muir, Phillip Reed and Emma Dunn. William Keighley directed from the screen play by Charles Kenyon.



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## Review

### "Dr. Monica" With All Star Cast Wins Triumph At . . . . .

An unusual theme, original treatment of the frequently hackneyed love triangle, reaching a thrilling, dramatic and unexpected climax, with charming and talented Kay Francis in the title role, supported by such outstanding stars as Warren William, Jean Muir and Verree Teasdale.

This tells the story of "Doctor Monica," which Warner Bros. presented for the first time locally at the . . . . . Theatre last night.

It is hard to describe "Doctor Monica." It is a sex drama, with sex so subordinated that it accentuates the thrilling incidents of the plot rather than forming its basic motif. It is sophisticated, but absolutely free from vulgarity in text or in suggestion. Its principal character is a woman physician, but there is not the slightest suggestion of shop-worn hospital scenes, morbidity or medical parlance.

This is no sordid love affair of the screen. Two women, both fine characters, are in love with one man, who is married to one of them, and is the lover of the other. The man, despite his seduction of the girl, is neither brazen or abandoned. He is thoroughly ashamed of himself, conscience stricken at the thought that he is responsible for wrecking the happiness of the two women who love him and his unborn child.

Each woman tries to sacrifice herself for the other, and in one of the most dramatic scenes ever screened the "other woman" flies out to sea in an almost fuelless airplane.

Kay Francis is magnificent in her portrayal of the role of Doctor Monica, and Jean Muir, as the "other woman", shows why Warner Bros. have so rapidly advanced her to stardom. Warren William makes the difficult role of a man who would like to be true to his wife but cannot resist temptation, not only convincing, but thoroughly understandable.

Charles Kenyon has given an excellent dramatization to the famous Polish play and William Keighley has caught the spirit of this powerful drama and directed it with great skill and artistry.

"Doctor Monica" will appeal equally to men and to women who frequently find it difficult to understand why things are as they are.

### Has Good Luck Turtle

Verree Teasdale ascribes the success of her latest Warner Bros. picture, "Doctor Monica," now showing at . . . . . Theatre, to a turtle. The turtle was a lucky charm which was given to her by her fiancé, Adolphe Menjou.

## Opening-Day

### 'Dr. Monica' Opens At The . . . . . Today With All Star Cast

"Doctor Monica," a story in which both wife and the "other woman" try to sacrifice themselves to insure the happiness of the other, in which Warner Bros. have cast three of the screen's outstanding stars, will open at the . . . . . Theatre today.

Kay Francis has the title role, but although she portrays the part of a physician, there are no hospital scenes or medical sequences. The "other woman" is Jean Muir, and the husband, beloved by both, is played by Warren William. Verree Teasdale has another stellar role, and other important members of the cast include Phillip Reed, Emma Dunn, Herbert Bunston, Ann Shoemaker, Virginia Hammond, Hale Hamilton and Virginia Pine.

The plot is taken from a famous Polish play, and comes to a strange and dramatic climax when the wife arranges to give up her husband when she finds he is the father of the other woman's child, but is thwarted by the girl, who ends her life in one of the most exciting scenes ever shown on the screen.

Dealing entirely with the social elict of New York, the picture is set in the background of beautiful Long Island estates and in luxurious apartments. William Keighley directed from the screen play by Charles Kenyon, which was dramatized from an English screen adaptation of the Polish play by Laura Walker Mayer.

### Hat Pins Revived

Kay Francis is credited with rescuing hat pins from complete oblivion! The Warner Bros. star, in her latest picture "Doctor Monica," which comes to the . . . . . Theatre on . . . . ., wears a perky bonnet of 1934 vintage, anchored to her black locks with a hat pin, no less! Kay predicts they will be seen in quantities during the coming month.

## Keep Your Chin Up, Darling



Jean Muir lends moral encouragement to Warren William in this scene from Warner Bros.' dramatic special, "Doctor Monica." Kay Francis heads the all-star cast, which includes such notables as Verree Teasdale, Phillip Reed, and Emma Dunn. The film is coming to the Strand Theatre.

Mat No. 7—20c

## Movie Stars Model Summer Fashions



Above:—Verree Teasdale models a summer suit in a light tan weave with brown polka dots. Her accessories are brown. Kay Francis wears a light weight black silk suit with a mandarin coat in Chinese colors.

Below:—Jean Muir displays a dress of light blue crepe with white organza trim and a matching hat. Verree Teasdale in a dark green silk with white pique trim and hat to match. Kay Francis wears a brown silk dress with a contrasted trim of tan stripes.



These stars are appearing in Warner Bros.' dramatic triumph, "Doctor Monica." The leading male role is played by Warren William and others in the cast are Phillip Reed, Hale Hamilton and Emma Dunn. The picture is based on the popular stage play of the same name and concerns a famous woman doctor's throbbing love and sacrifice.

Mat No. 14—30c

## Fashion Story

### Oriental Influence In Styles Created By Film Designer

Anticipating, by six months, the dicta of Parisian fashion creators, Orry-Kelly, costume designer for Warner Bros. has established the mode for Oriental effects in feminine attire and originated in Hollywood, a style which promises to affect the trends of fashionable women the world over.

Motion pictures are beginning to have an immediate effect on all dress designing, but "Dr. Monica," a new dramatic film coming to the . . . . . on . . . . ., has set a precedent in creating them, with the aid of several actresses who are noted as being among the world's best dressed women.

The first original creation, and one which seems fair to becoming of universal importance was made for Kay Francis, who portrays the title role in the production. The coat is distinctly Chinese, made of black and jade green print, and the hat is a large Toyo straw.

Miss Francis' striking beauty lends itself peculiarly to the designer's art, and the Oriental touch is shown to best advantage by her lithe and shapely form, while her face, with its expressive eyes and slightly oval contour, has enough Oriental mysticism to blend exquisitely with the costumer's design.

Verree Teasdale, another of the screen's best dressed women, wears a tailored afternoon gown, the coat of which graduates and falls lower in back than in front—without flaring. This is a minor detail, but it causes the ensemble to retain a tailored effect. A silver fox collar takes on the same lines as the hem of the coat, suggesting a wind-blown effect. This combining of the tailored and the wind-blown, creates a new sophisticated spirit which is definitely streamline. The streamline idea is important enough to influence the style of the first fall afternoon suits, as well as evening gowns.

Jean Muir introduces an unusual creation for the formal cocktail hour. The gown has as its highlight a new form of tunic. The body of the dress is black while a white embossed organdy tunic shows promise of completely revolutionizing the familiar run of tunics. A ruffle starts below the knees in front and climbs apron-style to a high point in back. Full sleeves and a ruffled neckline make it cool and comfortable when the summer sun goes down.

## Fashion Story

### Kay Francis Sets New Oriental Style In New Love Drama

"The Oriental influence will dominate summer fashions," says Orry-Kelly, who designed Kay Francis' costumes for the Warner Bros. picture which comes to the . . . . . Theatre on . . . . .

"Lines and silhouettes of Oriental costumes, particularly the Chinese, are being modified and adapted in Occidental clothes," he adds.

"Bright Chinese colors — yellows, reds, jades and blues are outstanding, and gayly colored prints are in evidence more than ever before, both for daytime and for evening wear. But the idea must not be overdone. If a costume suggests a touch of the Oriental, it will fulfill its purpose.

"To illustrate this important point I mentioned a costume worn by Kay Francis in her current film 'Doctor Monica.' With a simple black street dress, she wears a brightly colored print jacket that is a modified coolie coat. It suggests the Oriental theme in line and color.

"Accessories, as well as clothes, feel this influence, and here even more than in the choice of garments, it is wise to exercise restraint.

"Simply cut, solid colored materials form a perfect setting for this type of costume jewelry, but figured fabrics require no unusual jewelry to set them off.

"Putting it briefly, one might say that a touch of the Orient is the perfect touch to this season's successful wardrobe."

In "Doctor Monica," a thrillingly dramatic story of a woman's battle for love and happiness, Miss Francis plays the role of a professional woman as well as society leader. Others in the cast include Warren William, Jean Muir, Verree Teasdale and Phillip Reed.



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## On The Cast

### Miss Teasdale Got Start Toward Fame By Magnetic Smile

A smile seems a small price to pay for a chance to make good, but that's all it cost Verree Teasdale. This was several years ago before she scored such successes on the stage as "Master of the Inn," "Constant Wife" and "The Greeks Had a Word For It."

Soon after leaving school, she managed to obtain minor parts and some work in stock but the main chance seemed to elude her. She was in New York when Phil Barry's play "The Youngest" was announced. She went to the producer's office. There were several ahead of her in the waiting room.

Suddenly the door opened and the manager looked around the room. Most of the young women were frightened and looked it. His eyes fell upon Verree Teasdale and she smiled! That settled it. It was a magnetic smile, the kind that crinkles the corners of the mouth and lights the whole countenance.

"You!" said the manager, "the blonde with the smile."

And that was Verree's big chance. The Teasdale smile has been in evidence in many plays since then and is now casting a good natured spell over "Doctor Monica," the Warner Bros. picture which comes to the Theatre on.....

Miss Teasdale has the role of a wealthy society woman in this thrillingly dramatic story in which two women battle for love and happiness. Kay Francis has the title role while others in the cast include Warren William, Jean Muir, Phillip Reed and Emma Dunn. William Keighley directed from the screen play by Charles Kenyon.

## Verree Teasdale



Appearing in the new Warner Bros. drama, "Doctor Monica."

Mat No. 15-10c

## Performance Comes Before Dress, Says Kay Francis

### Star Of "Doctor Monica" Does Not Want To Be Known Simply As a "Clothes Horse"

ALTHOUGH listed among the ten best dressed women in America, Kay Francis is opposed to over emphasis of clothes. She feels that it raises false standards of judgment. It encourages the public to regard her costuming above her performance. It influences young actresses to consider their clothes first and their work of secondary importance.

"The most damning comment in any film review is the statement that the star wears clothes beautifully," said Kay. "It is exactly the same as an art critic saying that the painter's selection of frames was excellent. Young actresses are very susceptible to the false idea that clothes are of prime importance. It makes them self conscious and detracts from their concentration on the thing that counts most—performance."

### Scores Clothes Worship

According to Miss Francis, feminine worship of clothes is a besetting sin, not a virtue. She believes that a woman should cultivate good taste in dress as she does in speech or in her attitude toward people. She does not believe that clothes should be a fetish.

When Kay Francis is preparing for a new picture, the last thing of which she thinks is what she will wear. While she and her director are going over her story or holding conferences on the endless details of a new production, she may be seen about the lot in an old pair of slacks. When everything else is settled, she gives attention to wardrobe.

In "Doctor Monica," the Warner Bros. picture which comes to the Theatre on....., she plays the part of a socially prominent professional woman. The role requires a great number

of costume changes and elaborate toilettes. When the script was finished, the wardrobe department realized that there was no time to be lost, but every effort to induce Miss Francis to look at designs and decide on materials failed. Finally the designers and modistes had to work nights in order not to delay the first scenes.

### Clothes Not a Career

"I have seen young actresses with great talent come to pictures with no idea except to develop these talents, to learn and to work hard," said Miss Francis. "Then they would start an inordinate attention to their clothes. Their gowns became very important adjuncts of their scenes. They would begin to judge roles by opportunities to wear lovely frocks. Some of them did learn to dress smartly, but at the expense of their careers."

"Naturally, I am flattered to be listed among well dressed stars, the same as I would be pleased to be listed among the kindly ones or the honest ones, but I would a thousand times rather give a good performance. Being well dressed is simply a matter of good taste, and is cer-

## Star of Stars



Glamorous Kay Francis reaches new heights in her screen career with her work in "Doctor Monica," the Warner Bros. dramatic triumph now playing at the Strand Theatre. Supporting her are Jean Muir, Warren William and Verree Teasdale.

Mat No. 8-20c

tainly no basis for success as an actress.

"Good taste in dress means wearing the right thing at the right time."

The picture is a throbbing drama of a woman's love and a woman's sacrifice based on the Polish play by Marja Morozowicz

Szczepkowska and adapted into English by Laura Walker Mayer. Kay Francis heads the cast which includes Warren William, Jean Muir, Verree Teasdale, Phillip Reed, Emma Dunn, Hale Hamilton and Virginia Hammond. William Keighley directed from the screen play by Charles Kenyon.

## Jean Muir Leaps to Film Fame in Less Than Year

### Young Actress Now Has Important Role With Kay Francis In "Doctor Monica"

BEFORE Jean Muir, now appearing on the screen of the Theatre in "Doctor Monica," had ever been seen on the screen, her studio sent photographs of the young actress to the editors of all "fan" magazines.

"We are not submitting these for publication," was the gist of the message that accompanied them. "But we are so sure this young woman represents star material that we wish you to have them in your files. We wish you to become acquainted with her likeness before her screen debut."

All of the photographs were published. At once.

That is the sort of thing that happens to Jean Muir. If there are lucky stars, surely she was born beneath the luckiest. A year ago, Jean was an obscure understudy on Broadway—that is, when she could find a job. Today she is rated as one of the important screen discoveries of recent years.

It isn't only luck that has brought this girl to eminence in a town where swift ascents are the rule instead of the exception.

### Recognized as a Star

One day nobody had heard of her. The next, directors were inquiring who she was—and asking supervisors to cast her in their pictures. Mervyn LeRoy saw her one noontime in the studio restaurant.

"There's star material or I'm crazy," he reported. And Mervyn doesn't often miss.

As it worked out, Jean had her first role in Mervyn's picture,

discounting her real screen debut—as a corpse, briefly glimpsed, in "Bureau of Missing Persons"; and only the literal-minded will insist on that in future histories of the Muir career.

From "The World Changes," in which Jean made a deep impression, though the part was small, she stepped into a different field. She was cast as Joe E. Brown's leading woman in the fast and furious farce-comedy, "Son of a Sailor."

From then on assignments came in breath-taking succession—"Bedside," opposite Warren William; the featured role of Jen, heroine of "As The Earth Turns"; the principal role opposite Dick Barthelmess in Louis Bromfield's

"A Modern Hero," and her present role in "Doctor Monica."

### Secret of Success

The lucky star might help to explain all this. Without a doubt, she has had the "right breaks." But that is only part of the story.



JEAN MUIR appearing in "Doctor Monica," the Warner Bros. drama at the Strand.

Mat No. 3 10c

The Hollywood Cinderellas of other days have never worn the glass slipper for long—without something more than Cinderella luck.

Her potentialities have impressed everybody on the lot. Another girl might not be so lucky as to arouse this interest, this paternal solicitude for her career. But what Jean has is the capacity to appreciate it—to digest with her intelligence the sum of what is told her. Most of all, she seems to have the gift of separating from the total what she herself can really use. The rest—the merely "interesting" and not the vital—she discards.

Jean Muir's earnestness, her willingness to learn, would seem to be her richest secret.

In "Doctor Monica," a thrillingly dramatic story in which two women battle for love and happiness, Miss Muir has the role of the "other woman." Kay Francis has the title role while others in the cast include Warren William, Verree Teasdale, Phillip Reed and Emma Dunn. The screen play is by Charles Kenyon.



Jean Muir, Kay Francis and Verree Teasdale, in a scene from "Doctor Monica," the Warner Bros. drama now on view at the Strand.

Mat No. 9-20c



# feature stories

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As suggested in The Film Daily's poll of motion picture editors

### Miss Teasdale Designs Her Own Costumes

Verree Teasdale, one of the smartest dressed women on the screen, designs her own clothes. She even designs some that she wears in pictures, as she did for "Doctor Monica," the Warner Bros. production which comes to the Theatre on .....

Miss Teasdale is a pupil of Celeste, fashionable New York designer, who has been helping the blonde star for nearly two years with written sketches and suggestions. Nearly all of Miss Teasdale's original ideas are submitted to her tutor before being made up. Her costumes in "Doctor Monica" are quite elaborate as she plays the role of a wealthy society woman.

### Jean Muir



New Warner Bros. star who earns new laurels in "Doctor Monica," the Warner Bros. drama, featuring Kay Francis, and coming to the Strand soon.

Mat No. 21-10c

### Ability To Ride Wins Film Role

Phillip Reed, the six-foot-two youngster who plays the part of a society youth in "Doctor Monica," the Warner Bros. picture which comes to the Theatre on ....., won the role through his ability to ride. While he is associated with romantic parts, he is also an expert horseman and perhaps the best athlete among the Warner Bros. featured players. His role in the picture calls for taking part in a gruelling steeplechase. Kay Francis, Warren William and Jean Muir have the featured roles.

### Biggest Name In Films

It's the biggest name in pictures—Maria Morozowicz Szczepkowska—the Polish author of the play from which was adapted the Warner Bros. picture, "Doctor Monica," now showing at the Theatre. Kay Francis, Warren William, Jean Muir and Verree Teasdale head the cast.

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## Miss Teasdale Wins Long Term Warner Bros. Contract

### Actress Now Has Important Role With Kay Francis In "Doctor Monica"

THE signing of Verree Teasdale to a long term contract by Warner Bros. just before she went to work in "Doctor Monica," now showing at the Theatre, is another nod of recognition to Erasmus Hall High School of Brooklyn, as the school that has furnished an unlimited supply of creditable material to the entertainment world.

Miss Teasdale joins the ranks of Katharine Cornell, Jane Cowl, Phillip Reed, Barbara Stanwyck, Ricardo Cortez, Eleanor Holmes, Aline MacMahon, the Talmadges and Clara Bow—all former students at Erasmus Hall, who have very definitely "made the grade" in the theatrical field.

Verree was born in Spokane, Washington. When she was very young her family removed to Brooklyn and her education in the schools there was extended at Sargeant's School of Dramatic Art and the New York School of Expression.

### Educated for Stage Career

From the first her ambitions have been directed at the theatre and all her education was toward that end. Verree's first professional engagement was in the Philip Barry play, "The Youngest," and a fellow-worker in the cast was Genevieve Tobin, now a studio-mate on the Warner Bros. lot.

Following that play the actress scored heavily in "The Master of the Inn"; the Ethel Barrymore play, "The Constant Wife"; "The Greeks Had a Word For It" and "Experience Unnecessary." Her successes on Broadway were in rapid order and resulted in drawing the attention of motion picture producers.

Winning audience approval in the pictures, "Skyscraper Souls," "Payment Deferred," "Love,

Honor and Oh, Baby," and "Roman Scandals" earned her an important assignment in the Warner Bros. picture, "Fashions of 1934."

### Interest In Her Progress

So impressive was Miss Teasdale's work in the latter, a William Powell-Bette Davis picture, that executives of the studio immediately cast her for a featured role in the forthcoming Richard Barthelmess picture, "A Modern Hero."

She has the flair for dramatic acting combined with an extremely keen finesse in satire, the two qualities making her a very extraordinary artist.

Unless a great many people are mistaken, it's not going to take long for the talented young actress to be listed among the screen great.

Her current picture is a throbbing drama of a woman's love and a woman's sacrifice based on the Polish play by Marja Morozowicz Szczepkowska and adapted into English by Laura Walker Mayer. Kay Francis heads the cast which also includes Warren William, Jean Muir, Phillip Reed, Emma Dunn, Hale Hamilton and Virginia Hammond. William Keighley directed from the screen play by Charles Kenyon.

### Women Get Break In "Doctor Monica"

Women get most of the breaks in "Doctor Monica," a Warner Bros. picture which comes to the Theatre on .....

There is but one man in the picture who has any bearing on the plot of the story. This is Warren William, who in the role of Doctor Monica's husband, has an affair with another woman which creates the dramatic love triangle.

Kay Francis, Jean Muir and Verree Teasdale have the three important feminine roles, although there are several other actresses who have far more to do with the real story than any of the male characters.

The play was also written by a woman, Marja Morozowicz Szczepkowska and adapted by a woman, Laura Walker Mayer.

### Star's Hair Changes Like Chameleon

Jean Muir, who has the role of the other woman in the triangular love story of "Doctor Monica," which comes to the Theatre on ....., has an unusual shade of coloring in her hair which has been made the matter of close study by photographic and lighting experts at the Warner Bros. studios.

Naturally blonde, her hair has a distinct golden red tinge that by certain changes of light placement can be made to photograph almost a platinum blonde or several shades darker.

In "Doctor Monica" several new uses of back-lighting resulted in giving her hair the shimmering effect of sunlight on gilt.

### Jean Muir Injured In Steeplechase Run

A spectacular cross country gallop taken during the production of "Doctor Monica," the Warner Bros. drama of love and sacrifice now showing at the Theatre, almost ended the promising career of Jean Muir, who enacts the role of the "other woman" in the picture.

The scenes were shot at the Warner Bros. ranch and called for a steeplechase. Jean refused the services of a double and successfully negotiated a high fence and a water jump, but at a sharp turn was swept from her horse by a low hanging branch. The shock kept her in bed for two days. Kay Francis has the title role, with Warren William taking the masculine lead.

### Cagney Gave Reed First Stage Job

Phillip Reed, who appears with Kay Francis and Warren William in the Warner Bros. picture, "Doctor Monica," now showing at the Theatre, was given his first chance for a theatrical career by James Cagney, freckle-faced star at the same studios.

It was back in New York in 1928. Cagney was directing the dances and appearing in the production of the "Grand Street Follies," when young Reed applied for a job.

Cagney watched Reed's dancing performance and, although he declared the beginner was no good with the dance routine, decided to give him a job in the hope that he would get across all right in a straight role. Reed's rise on the Broadway stage justified the Cagney choice.

## As Friend To Friend



Kay Francis gives Jean Muir a talking to, in this scene from "Doctor Monica," the Warner film at the Strand. Others in the cast are Warren William, Verree Teasdale and Phillip Reed. The picture was adapted from the well known stage play of the same name.

Mat No. 11-20c

## Film Property Men Must Be 100 Percent Efficient

### "Pinkie" On "Doctor Monica" Set Always Had Just What Was Needed

"HEY Pinkie—bring us a shoe stretcher, a bottle of anodyne and an Argentine reata."

"Comin' up," says Pinkie, the prop man.

For fourteen years, directors and assistant directors have been calling for things with which Pinkie is "comin' up." His 139th picture was "Doctor Monica," which comes to the Theatre on ....., with Kay Francis, Warren William, Jean Muir and Verree Teasdale in the leading roles.

The motion picture property man must supply, without delay, the most extraordinary demands. The thousands of little things that might hold up a company are all important because it costs about \$250 an hour or about \$4.00 a minute to wait.

What are known as "routine" props present no difficulty. These are all arranged in advance from a prop plot that is prepared from the script. The furnishings of a room, vases, flowers, books, papers and oddments are ready before a wheel is turned. But what of the innumerable things that cannot be anticipated?

On location, someone needs a hook and eye; the leading man has lost a button from his vest; an actor has misplaced the legal documents he carried in a previous scene; the director thinks of a new piece of business with a Russian cigarette. These are easy for Pinkie.

An ordinary drug store of the modern type carries about 3,000 items, which number takes account of various sizes of the same item. A hardware store,

counting each different size nail or screw as a different item carries about 2,000; a department store (counting different models but not different sizes of the same model) about 8,000 different items. Pinkie, the prop man carries over 10,000 different items.

The most incredible variety of objects is merely Pinkie's normal stock trade. An aviator's report form, a deck of Russian playing cards, a hot water bottle and an English wafer box are a natural enough combination of sudden demands.

Recently when Jean Muir in a scene of "Doctor Monica" failed to duck when her horse ran under a low hanging bough, she received a nasty blow that almost unseated her. First aid was applied, but as the skin on her forehead was not broken, it was decided that a cold application would do the most good. If they only had an ice bag! Pinkie had one—two in fact.

Probably nobody in pictures needs as lively an imagination as a property man. He must not only be able to anticipate needs, but must be able to imagine unusual sets of conditions that might create unthought-of emergencies. He must be 100% efficient; 99½% will not do. When he hears the call, he is only allowed one answer—"Comin' up."

"Doctor Monica" is one of the pictures that caused "Pinkie" unusual difficulties. It is a throbbing drama of a woman's love and a woman's sacrifice based on the Polish play by Marja Morozowicz Szczepkowska and adapted into English by Laura Walker Mayer. William Keighley directed the picture from the screen play by Charles Kenyon.

### Warren William Likes Dominating Roles

Warren William, who is the central figure in a triangular love affair in the Warner Bros. picture, "Doctor Monica," now showing at the Theatre, prefers dominating, rough, he-man parts to romantic roles. In appearance, however, he is the typical screen hero, being a handsome six footer with all the qualities of a matinee idol.

Kay Francis has the featured lead in "Doctor Monica" with Jean Muir playing the part of the "other woman".



# feature stories

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Star Bits

As suggested in The Film Daily's poll of motion picture editors

## Kay Francis Longed To Be Trapeze Performer

Star Of "Doctor Monica" Compromised, However, On Becoming Champ Athlete

NOT so many years ago, an eager young beauty issued from The Misses Fuller's Finishing School, on the Hudson. She was starry-eyed and breathlessly alive. The waiting world got an eyeful, the very first minute. She answered to the name of Katherine Clinton, and continued to do so until Fate, and a first husband, changed it to Kay Francis.

Four years after she first saw the light of day in Oklahoma City, this child's education had begun in New York. She wanted to be a trapeze performer, but the Clinton family went thumbs down on high-flying. They compromised by allowing the girl to go in for school athletics in a big way. She attained a record of 12 seconds flat for the 100-yard dash, which is considerable dash for any feminine runner.

Kay's education was not completed at the finishing school, but included a later course in stenography and typewriting. She then went abroad for eight months and put her secretarial training to good use for such prominent employers as Mrs. Dwight Morrow, Mrs. Minturn Pinchot and Mrs. W. K. Vanderbilt.

By this time, her eagerness had been subdued into a charming nonchalance. Broadway called it poise and went for it in a big way. From a part in the modernized version of "Hamlet," she graduated into stock work with Stuart Walker and then came her chance in "Venus."

Following this were "Crime" and "Elmer The Great" with Walter Huston. When she heard that Huston was seeking a leading lady for his motion picture "Gentlemen of the Press," she went after the job and got it.

When the Lonsdale type of dialogue reached the talking screen, there arose need of people to whom the airy persiflage of the drawing room was not a strange language. Kay Francis was elected.

Patrician in appearance, always well groomed and in perfect taste, she never fails to bring distinction to a part. "One Way Passage," "The Keyhole," "Street of Chance," "Raffles," "For the Defense," "Cynara," "Passion Flower" and "Transgression" are all a credit to her.

Her latest Warner Bros. picture, "Doctor Monica," now showing at the Theatre, is reported to be her finest.

In real life, Kay Francis is a charming, wholesome young woman with a penchant for sunshine, fresh air and soap. They are not only her beauty secrets, but indices to her character.

Her pets include dogs, cats, parrots, rabbits, birds, goldfish and frogs. She reads a great deal, understands what she reads



KAY FRANCIS star of Warner Bros. drama "Doctor Monica," now at the Strand.

Mat No. 4 10c

and talks about it intelligently.

"Doctor Monica" is a thrillingly dramatic story in which two women battle for love and happiness. Kay Francis has the title role while others in the cast include Warren William, Jean Muir, Verree Teasdale, Phillip Reed and Emma Dunn. William Keighley directed from the screen play by Charles Kenyon.

## Things Are Looking Up



Kay Francis and Warren William seem to contemplate the heavens in this scene from "Doctor Monica," Warner Bros.' dramatic triumph with a cast including Jean Muir and Verree Teasdale. The picture comes to the Strand Wednesday.

Mat No. 10—20c

## On The Cast

### Screen Stars Just Like Plain Citizens When They're Home

The popular idea that screen stars, at home, sit around in golden chairs, with liveried servants hovering near with trays, while other lackeys slowly wave peacock fans, is far from true.

Everybody who can read is familiar with the various diversions of his particular idol — where she dines, where she dances, where she spends her vacations. But no matter where a star goes, she is more or less in the public eye, and must act accordingly. About the only place a screen player can do as he or she pleases is at home.

It is an interesting commentary on the screen stars as just folks, that they do about the same things Mr. and Mrs. Plain Citizen do. Of course, if one is to believe the pictures in the magazines, the players rush home, put on their cutest sport togs, call the family together and sit on a flowery porch against the background of a California garden. Some vary this by curling up before a camera with a nice big book, and some by finding a large pair of prop shears and standing in front of a rose bush, with a smile almost as broad as the garden hat, designed by Lanvin.

But take a look into the homes of the four stars who are now appearing at the Theatre in the Warner Bros. production of "Doctor Monica."

There's Kay Francis in an old pair of slacks, a dark blouse with sleeves rolled up and a lot of papers spread out on her dining room table. She is figuring up her account, and giving very sensible instructions to her cook. When she finishes this task, she will put on a disreputable old hat that no press agent would admit she owned, and putter around her garden.

Verree Teasdale may be found with a pair of scissors, a pattern and a piece of dress goods. She loves to design and cut out clothes.

Warren William, dapper young hero of the screen, will be found in a pair of overalls, with a saw, a hammer and an eye searching hungrily for something that needs repairing.

Jean Muir will be found in slacks reading a book or out in her garden tending her roses.

"Doctor Monica" is a stirring drama of two women who loved one man.

### Names Two Stars As Screen's Best Dressers

"If a woman possesses a talent for dressing smartly her geographical whereabouts has nothing to do with her ability to express it," says Orry-Kelly, Warner Bros. designer.

"Kay Francis and Verree Teasdale would be distinguished for their chic in any cosmopolitan group, and there are scores of other Hollywood women who merit praise for their taste in clothes when they appear on foreign ground."

Miss Francis and Miss Teasdale both are appearing in the Warner Bros. picture, "Doctor Monica," now showing at the Theatre, and in which they exhibit advanced new styles in costuming.

### Verree Teasdale Wins Palm for Memory

Verree Teasdale, who has an important role with Kay Francis, Warren William and Jean Muir in the Warner Bros. picture, "Doctor Monica," which comes to the Theatre on ..... Theatre, was awarded the palm for a quick memory by Director William Keighley.

A last minute change was made in the script which altered her lines. She looked the new lines over once and went through three sequences without a mistake.

## Study In Black



Like a painting, is this pose of Kay Francis, star of "Doctor Monica" at the Strand.

Mat No. 6—10c

## Star Story

### Kay Francis Drives Flivver To Keep Her Feet On The Ground

Kay Francis, star of the Warner Bros. picture, "Doctor Monica," now showing at the Theatre, always drives a flivver instead of the more pretentious models she could easily afford. And the reason she gives is that she finds it the surest way, mentally speaking, of keeping her feet on the ground.

"Keeping one's feet on the ground," said Kay, is important anywhere, and nowhere more so than in Hollywood and the motion picture business.

"I personally have never cared for the limousine attitude toward life, as you might call it, which so many people think it necessary to assume, the moment they

opposite Kay Francis. The picture, a throbbing story of a woman's love and a woman's sacrifice, is based on the Polish play by Marja Morozowicz Szezepkowska and adapted into English by Laura Walker Mayer. Others in the cast include Jean Muir, Verree Teasdale, Phillip Reed, Emma Dunn, Hale Hamilton and Virginia Hammond. William Keighley directed from the screen play by Charles Kenyon.

become successful. Success is such a fragile, fickle thing, anyway, particularly on the screen. And in Hollywood, especially, the temptation to try to live up to some success that has come to one suddenly and may disappear just as quickly, is overpowering unless you keep your feet on the ground, every minute.

"I enjoy driving the simplest car I can find, too, because of the freedom it gives me. The greatest luxury in life, I think, is being able to be one's self and do exactly what one pleases, at least for a certain part of the day. You can't do that when you're trying to live up to a lot of imaginary ideas of your own importance, whether the ideas are your own or someone else's"

In "Doctor Monica," Miss Francis has the role of a professional woman who has a terrific battle to hold her husband's love. Others in the cast include Warren William, Jean Muir, Verree Teasdale, Phillip Reed and Emma Dunn. William Keighley directed from the screen play by Charles Kenyon.



# production information

## Cast of Characters

Doctor Monica	Kay Francis
John	Warren William
Mary	Jean Muir
Anna	Verree Teasdale
Burton	Phillip Reed
Mrs. Monahan	Emma Dunn
Pettinghill	Herbert Bunston
Mrs. Hazlitt	Ann Shoemaker
Mrs. Chandor	Virginia Hammond
Dr. Brent	Hale Hamilton
Louise	Virginia Pine

## The Story

"Doctor Monica" is one of the most fascinating triangular love dramas ever screened, in which the wife and the "other woman" both attempt to sacrifice themselves to give the other a chance for happiness.

It is enacted by an all star cast headed by Kay Francis in the title role and including Warren William, Jean Muir and Verree Teasdale.

Miss Francis, as the beautiful Doctor Monica, is very much in love with her author husband, John, a part played by Warren William, and is unaware that he is having a clandestine affair with Mary, one of her girl friends of her own social set, a part portrayed by the gorgeous, ravishing Jean Muir.

The husband and the girl have established a love nest, but after the first flush of passion the consciences of both begin to bother them. They finally decide to end the romance, the husband going to Europe, where he discovers his love for the girl was merely a passing emotion and that he really is in love with his wife.

Still hopelessly in love, Mary becomes reckless and at a weekend party narrowly escapes serious injury when, riding like the wind, she tried to jump her horse over a high fence and sustains a bad fall.

Doctor Monica, who is also present at the party, attends her and discovers she is to become a mother. The girl admits her illicit affair but refuses to name the man. Doctor Monica sends her to a secluded place in the country where she attends her, not knowing that her own husband is the father of the unborn

child. But the girl becomes delirious just before the baby is born, and reveals the name of her lover. Doctor Monica then realizes for the first time that her own husband is the father of the child she is about to deliver.

Stunned by the shock, she at first refuses to complete her task, but in a most dramatic scene is forced by her friend, Anna, played by Verree Teasdale, to forget her own hurt feelings and take care of her patient.

Doctor Monica decides to give up her husband so that he can marry the girl. Still in love with him, she determines to go away with him on a final two weeks of happiness, before telling him of her plans for divorce. She gets him to take her on a vacation in which they are blissfully happy. Then she tells him she knows of his affair and is leaving him, so he can marry the girl. He protests but she insists.

Anna goes to the girl, tells her Doctor Monica knows her guilty secret and that she is leaving her husband so that he could be free to marry Mary. Mary realizes that John's affair with her had been merely an infatuation and in an effort to atone to Doctor Monica for having betrayed her friendship, in one of the most dramatic climaxes ever recorded, she rushes to her airplane, in which there is very little gas, and drives it out over the sea.

Although called "Doctor Monica," it is not in any sense of the word a hospital or medical picture. Rather it is the amazingly colorful drama and romance in which the central character happens to be a doctor.

## Biographies

### Kay Francis

Kay Francis was born in Oklahoma City, but when four years old her mother, Katherine Clinton, an actress, placed her in a private school at Ossining, New York. Later she entered Cathedral School in Garden City. She studied secretarial work and became social secretary to Mrs. W. K. Vanderbilt. She also filled the same posts for Mrs. Minturn Pinchot and Mrs. Dwight W. Morrow.

After a tour of Europe, she decided to go on the stage, first appearing in a modern version of "Hamlet." She later appeared on Broadway in "Venue," "Crime" and "Elmer The Great," among other productions.

Her first picture work was in "Gentlemen of the Press." Her success was instantaneous and she was given a picture contract. Her recent pictures include "Wonder Bar," "Mandalay," "The Keyhole," "One Way Passage," "Jewel Robbery," "Cynara," "Trouble in Paradise," "Man Wanted," "Street of Women," "Mary Stevens, M.D.," "I Loved A Woman" and "The House on 56th Street".

### Jean Muir

Jean Muir was born in New York City, received her education in private schools in the East, and upon graduation studied in Paris. She was called suddenly to America and met John Drinkwater on the returning boat.

He became very much interested in her possible stage talents, and shortly afterwards toured the country with his troupe, gaining valuable training with the great actor. Returning to Broadway, she soon became well-known through fine performances in "The Truth Game," "Peter Ibbetsen," "Melo," "Life Begins" and "St. Wench."

She entered motion picture work recently and has appeared in "A Modern Hero," "The World Changes," "Female," "Son of a Sailor," "Bureau of Missing Persons," "Bedside" and "As The Earth Turns."

### Verree Teasdale

Verree Teasdale was born in Spokane, Wash., but moved to New York City with her parents when she was two years old. She was educated at Perkins School for girls and at the Erasmus Hall High School. She also attended the American Academy of Dramatic Art and the New York School of Expression.

Miss Teasdale is an accomplished singer, having been trained by Eleanor McLellan. She has done considerable radio singing. Her first stage experience was in "Cheaper To Marry," followed by "The Constant Wife" and "The Greeks Had a Word for It."

While playing in "Experience Unnecessary" she attracted the attention of Hollywood producers and was engaged to play in "Sky-scaper Souls." Her more recent pictures are "A Modern Hero," "Fashions of 1934," "Roman Scandals," "Goodbye Love" and "Payment Deferred."

Miss Teasdale is a golden blonde, five feet six inches in height and weighs 125 pounds.

### Warren William

Warren William always wanted to be an actor but it wasn't until after he had served in the Engineers' Corps of the A.E.F., and the armistice had been signed, that he joined a theatrical troupe, organized to tour the Army camps in Europe.

When he returned to America, the soldier-engineer-actor decided to find out whether lay audiences might not approve of his ability as definitely as his doughboy audiences on the other side had done.

The Broadway managers inclined a favorable ear and soon Warren found himself in a road company of "I Love You." A season in stock ensued, then Broadway gave him a chance in Rachel Crothers' "Expressing Willie." Even before the war, his father had been set on having Warren become a newspaper man, but his son's increasing success as an actor finally induced the older man to bestow his approval on his efforts.

His more recent pictures include "Smarty," "Upperworld," "Bedside," "Goodbye Again," "The Dark Horse," "The Mouthpiece," "Three on a Match," "The Match King," "Employees' Entrance," "The Mind Reader" and "Gold Diggers of 1933."

## Screen Records

**KAY FRANCIS**—"Wonder Bar," "Mandalay," "The House on 56th Street," "I Loved a Woman," "Mary Stevens, M. D.," "The Keyhole."

**WARREN WILLIAM**—"Smarty," "Upperworld," "Bedside," "Gold Diggers of 1933," "Goodbye Again," "Mind Reader," "The Match King."

**JEAN MUIR**—"A Modern Hero," "As The Earth Turns," "Bedside," "Female," "The World Changes," "Son of a Sailor."

**VERREE TEASDALE**—"A Modern Hero," "Fashions of 1934," "Roman Scandals," "Goodbye Love," "Payment Deferred."

**PHILLIP REED**—"Jimmy the Gent," "Registered Nurse," "Gambling Lady," "Journal of a Crime," "Fashions of 1934."

**EMMA DUNN**—"Dark Hazard," "Hard To Handle," "Grand

Slam," "Elmer the Great," "Blessed Event," "It's Tough To Be Famous."

**HERBERT BUNSTON**—"Almost Married," "Vanity Fair," "Dracula," "File 113," "Charlie Chan's Chance."

**VIRGINIA HAMMOND**—"The Rich Are Always With Us," "Chandu, the Magician," "The Crash," "The Cabin in the Cotton."

**HALE HAMILTON**—"The Silk Express," "A Fool's Advice," "Two Against the World," "Employees' Entrance," "Life Begins."

**WILLIAM KEIGHLEY**—director—"Journal of a Crime," "Picture Snatcher," "Ladies They Talk About," "Easy To Love."

## Production Staff

Director	William Keighley
Screen Play by	Charles Kenyon
Based on Polish Play by	Marja Morozowicz Szczepkowska
English Adaptation by	Laura Walker Mayer
Photography by	Sol Polito
Film Editor	William Clemens
Art Director	Anton Grot
Gowns by	Orry-Kelly
Vitaphone Orchestra Conducted by	Leo F. Forbstein

## Official Billing



KAY FRANCIS 100%  
in  
"DOCTOR MONICA" 100%  
with

Jean Muir—Warren William—Verree Teasdale 40%  
Directed by William Keighley 20%  
A Warner Bros. and Vitaphone Production 40%

Length—5,965 ft.

Running Time—65 mins.

## To Balance Your Program—We Suggest:

### BERNICE CLAIRE in "Who Is That Girl?"

Two-reel musical comedy with J. Harold Murray as the male lead. Catchy tunes, romantic story, lovely gals. A Broadway Brevity.

Rel. No. 7527 20 minutes.

### BEN BLUE in "The Prize Sap"

Two reels of real laughs as Ben clowns his way through a travesty on radio m.c.'s. Stooges add to the plentiful chuckles. "Big V" comedy.

Rel. No. 7617 10 minutes.

### "Why Do I Dream Those Dreams?"

One-reel cartoon adds another triumph to the smash series of 'Merrie Melodies.' This one plugs one of the "Wonder Bar" stand-outs.

Rel. No. 8122 7 minutes.

## "You Can't Beat Vitaphone For Short Product"

Edw. L. Ornstein, Vernon Theatre, Mt. Vernon, Ky.



# Serialization

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Bring all your pity—all your tears—when you read this drama of women denied life's greatest ecstasy.

### "DR. MONICA"

Coming to the Strand Theatre on . . . . .  
with Kay Francis in the title role.

# Doctor Monica

Adapted by Fred Ruslander from the Warner Bros. drama,  
starring Kay Francis.

## CHAPTER I.

THE group in Anna Littlefield's apartment were discussing Dr. Monica Braden.

Her friends usually were discussing her, regardless of her presence, and when they were not arguing about her, they were lecturing to her. She worked too hard, she undertook too much, she was too generous, both of her time and money; she was too much in love with John, her novelist husband, she had saved another expectant mother from the grave, she had written another treatise that had startled the medical world; her plan for community lying-in clinics had gained another prominent supporter or a malignant enemy—yes, Dr. Monica was a subject of conversation.

She was a handsome woman, this 30 year old obstetrician, who had reached great fame in her profession, and who willingly enough pleaded guilty to the indictments brought against her. She did work too hard, she admitted, but how, she asked, could one stop foolish women from having babies at inopportune times? She did love her husband too much, she said, but how, she again inquired, looking at him with pride and adoration, could one help it?

So the group awaiting her in Anna Littlefield's apartment was not surprised when, exactly as she entered the room, she was called to the telephone.

"Hospital calling," announced the maid.

John Braden was sitting on the couch between Mrs. Hazlitt and Mary Hathaway.

Mrs. Hazlitt, fifty if a day, dowdy in appearance, who incessantly smoked cigarettes, but who was none the less, the most famous book reviewer of her day, looked at her handsome neighbor good humoredly enough.

His 35 years did sit lightly on his broad shoulders. He looked more like a handsome actor than a serious writer, and Mrs. Hazlitt, who liked him far more than she admired his books, always thought of him as a rather petulant boy.

Mary Hathaway, strangely silent for a 21 year old beauty, looked at John and said nothing. Her eyes sought the man's, timidly.

"You should travel more," Mrs. Hazlitt was saying. "Your last book shows immaturity of viewpoint."

"Telephone, doctor," interrupted the maid, as Dr. Monica, immaculate and exquisitely groomed, entered the room and started toward her husband.

Dr. Monica's face looked a little older than her years warranted; even her eyes were tired, but her step was snappy and her body erect. She did not look like a doctor, but as she picked up the telephone receiver, she changed into one.

"Yes, I know the case," she

## A Social Battle



"He's going to travel—for six months," Doctor Monica told the critic, who had found her husband's books 'immature.' (Kay Francis, Warren William and Verree Teasdale in a scene from Warner Bros.' great drama "Dr. Monica")

said. "She's perfectly able to nurse her baby, and see that she does it. I don't care if she doesn't want to spoil her figure. Put the pump on her and we'll see how she likes that—and give her a bottle of stout to help along."

"You won't have to go back will you?" asked Anna anxiously.

"No, Anna," the doctor replied. "I'm free for the night, I think," and stooping a trifle, she kissed

her friend.

Anna's honest, kindly eyes glowed with affection.

"Come and meet a little capsule of dullness over here, named Pettingill, with oodles of money," she whispered. "I've been selling him your idea of the lying-in homes."

"Wait—I'm seeing that precious husband of mine for the first time in two days," Monica said and walked over to the

couch.

"I recently read your article advocating district lying-in hospitals," Mrs. Hazlitt said as she was introduced. "It's a splendid suggestion, and so ably written."

"It should be," Monica smiled proudly. "John wrote it for me."

"But they were Monica's thoughts," John demurred. "I scarcely knew what I was writing about."

"I suggest you get acquainted with some of your wife's ideas—they're pretty big," remarked the critic.

"Mrs. Hazlitt has been tearing into my last book," said John.

Anna entered, bearing a cocktail in her hand.

"Let's all go and have a spaghetti dinner with real red ink," she said.

"Sorry," said John. "I must dine with Mansfield—I'm selling him a serial."

"I can't come either," said Mary, with a half glance at John.

"Then I shan't see you again for hours," pouted Monica.

"The only way you two love birds can get together will be either for Monica to give up delivering babies, or John his writing," Anna smiled.

"I'm willing," said John. "But how shall we decide which?"

"You'll come back soon?" Monica asked John.

"Yes, mother," he replied.

"I should be your mother," the doctor said. "You're just a little boy."

A look of disappointment clouded Dr. Monica's face as she re-entered the living room.

(To Be Continued)



# Serialization

## Doctor Monica

Adapted by Fred Ruslander from the Warner Bros. drama, starring Kay Francis.

### WHAT HAS GONE BEFORE

Dr. Monica Braden, 30 years old, famous obstetrician, attends an afternoon tea, where she finds her 35 year old husband, John, a novelist, talking with Mrs. Hazlitt, a book critic, and Mary Hathaway, 21 year old aviatrix, who is obviously in love with him. Anna Littlefield, the hostess, invites her guests to a spaghetti dinner. All accept except John, who pleads an engagement with his publisher, and Mary.

### CHAPTER II.

WHEN Dr. Monica returned to the living room, she found Mary and Mrs. Hazlitt discussing aviation. Mary had had her license but two weeks, and openly admitted she was proud of her accomplishment.

"I suppose you'll be wanting to cross the ocean," suggested the book reviewer.

"I'll never be a stunt flyer of any kind—I'm too fond of being alive," replied the girl, moving over to make room for the doctor.

"I hope I didn't ruffle your husband," Mrs. Hazlitt said. "I may have been a little too motherly—I'm getting that way."

"I've just been giving him a motherly talk myself," Dr. Monica stated. "He gets his feet wet and forgets his overcoat."

"He should see more of the world," Mrs. Hazlitt insisted. "It always enrages a young writer to be told that. But he really should travel. His books show it."

Monica smiled.

"Do you know, I've felt the same way about him—and I've finally managed. He's sailing for Europe next week."

Neither of the two women noticed that Mary's body had become tense and that she leaned suddenly forward.

"For long" asked the girl.

"Six months, anyway," the wife replied. "I'm not going with him, although he thinks I am. I've never been able to have a baby—

while he's away I'm going to the hospital to see what can be done about it. I think I'm entitled to one—after all I've slapped the breath into for other people."

Mrs. Hazlitt studied Monica in admiration.

"I'm so interested in the work you're doing, Doctor," she declared. "As I remember the article, your plan was to divide the city in sections and have a lying-in hospital in each one."

Monica warmed to the subject.

"It's what every city in this country should have," she said emphatically. "A small maternity hospital to every square mile—just like school houses—then this country wouldn't be the unsafest place in the world for a woman to have her baby in. Do you know why we have the greatest child birth mortality in the

world?" she continued. "It's because the average young doctor, who gets such calls, doesn't know what it's all about."

"I've suspected that," Mrs. Hazlitt smiled.

through inexperience. But if we had these clinics, we could change all that. Expectant mothers could come to them for advice, and these young doctors would get practical experience,

### Love Strikes A Blow



Her lover—the husband of her best friend is deserting her. Mary faints in the arms of the wife she has betrayed. (Kay Francis and Jean Muir in a scene from "Dr. Monica," one of the really great screen plays of the year.)

"It's a fact. Our medical students don't wish to become baby doctors, because it isn't fashionable enough," Monica continued. "What's the result? Sixty thousand mothers slaughtered yearly

and the art would take on a little decent dignity."

"Mary, come and sing for us," called Anna, interrupting Dr. Monica's plea for expectant mothers.

"I can't, Anna," protested Mary. "I really must run along."

"Nonsense! I've said you would, and everyone is waiting," Anna declared dragging the dazed girl toward the piano.

As if in a trance, Mary suffered herself to be led to the piano. Seating herself she struck a few bars at random, and then, as the song started, pitched forward, falling over the keyboard in a faint.

Dr. Monica rushed to her, and forced a few drops of water down the girl's throat. In a moment the color had returned to the young face, and she struggled to her feet.

"I'll be all right now! I must go," she cried.

Monica assisted the girl from the room and led her to a couch.

"I have to go to the hospital, and I'll drop you off at your home," she said.

"I have to go the other way," Mary declared.

"But you shouldn't gad about," protested Monica. "You're not fit."

Mary jerked away.

"Please let me alone," she snapped. "I know what I'm doing."

Doctor Monica watched her in hurt surprise as the girl dashed out of the door and entered a taxi.

Mary lay back in the taxi breathing heavily. When it stopped she turned to the driver.

"Please wait," she said.

Inside of the apartment, in the quiet building before which the automobile had stopped, pacing anxiously and impatiently up and down the floor, John awaited her coming.

(To Be Continued)

## Doctor Monica

Adapted by Fred Ruslander from the Warner Bros. drama, starring Kay Francis.

### WHAT HAS GONE BEFORE

John Braden, 35 year old novelist, and husband of Dr. Monica Braden, famous obstetrician, is having an illicit affair with Mary Hathaway, 21 year old aviatrix. Dr. Monica had arranged for John to take a long trip abroad, believing, with the critics, that his work showed the need of travel. She broke the news of her husband's departure at a tea party which Mary attended, stating at the same time that during her husband's absence, she would enter a hospital for treatment that she, too, might have a baby. Mary, learning for the first time that her lover was about to leave her, fainted, and affronted Dr. Monica by refusing her assistance. She then went to the love nest to keep a rendezvous with John.

### CHAPTER III.

JOHN Braden had set himself out to be a perfect host that evening. The little apartment was a small affair. There was a combination living and dining room, into which opened a bed room and a tiny kitchenette. John had turned off the electric lights and stood moodily looking at the flame of two candles burning on the table, which he had set for two.

Despite the intimate appearance of the place, the man seemed worried and distraught, but when the sound of Mary's steps was heard, his face brightened somewhat, and he moved quickly to her.

Crossing the room, the girl put down her bag and began taking off her gloves, her back to John.

"I've just heard you're going away," she said.

"I was afraid of that," he admitted. "I didn't want you to know until after tonight."

"So this is our last time together?" the girl asked. "I heard Monica say you were going. I realized that was how you meant to break it off."

"If there aren't thousands of miles between us, we'll be back

together in a week. We can't go on this way. Let's not think of it now, though," he added. "Let's make ourselves forget that this is the last time we'll be together. We've talked it over so much. We both know we can't sacrifice Monica to our happiness. We've agreed we must part. Now, though, let's forget everything except that we love each other."

"We can't even do that now," replied the girl, going into the bed room and starting to pack her things—a house robe, slippers, and a few toilet articles—into a small week-end bag. "I shouldn't have come here, only I couldn't help myself. But it has to be over now."

"Why dear?" asked the man.

"It's something Monica said," replied Mary. "She's not going to Europe with you. When you're gone she's going to the hospital, so it can be possible for her to have a child."

John looked stunned.

"After hearing that, being here seems like breaking in on someone's sacred plans," continued the girl.

"We couldn't help ourselves, we're doing our best. I'm not sure it's the right thing, either. Why do we only think of Monica?" the man groaned, grabbing Mary in his arms. "Would Monica want us to make such a sacrifice if she knew?"

"No, she'd sacrifice herself instead," the girl answered. "But tell me something. Would you want her to suffer like this? If you knew she were, on our account, you'd soon be hating me."

Mary turned away and closed the bag.

John sat down on the bed and pulled her to him.

"I love you most, Mary." He clung to her, bowing his head in the girl's lap.

"I know you do, dear," she said. "But there's a spark of decency in both of us that we can't overcome. Perhaps if it were anyone else but Monica—but it has to end this way. Kiss me, once, and then I'm going."

John rose and took her in his arms, while Mary buried her face on his shoulder.

A tremor ran through the girl's body. Her arms stole around the

### The Eternal Problem



"There's a spark of decency in both of us," Mary cried, "that we cannot overcome. This must be good-bye"—(Warren William and Jean Muir in a soul searing scene from the Warner Bros. drama "Dr. Monica.")

man's neck, and convulsive sobs wracked her chest.

"Don't come to the door with me," she cried, as she rushed out.

The next morning John Braden sailed for Europe.

His departure was watched by his wife and a little group of her friends. It was watched too, by Mary, who, a little distance from the others, waved as she gazed with eyes made blind by tears, at the rapidly disappearing vessel.

"He couldn't see us," Monica remarked in a puzzled tone, as she

turned away from the dock. "He was waving, but in a different direction from where we were. Why, there's Mary," she added as she caught sight of the weeping girl.

"Were you seeing someone off?" Anna asked.

Mary nodded.

"Well, don't cry. He'll come back," Monica counselled, placing her arm around the girl's waist.

"Never to me," sobbed Mary. "Never, in this world, to me."

(To Be Continued)



# advertising

NEVER SUCH A STORY! NEVER SUCH A CAST!

Drama so terrific it couldn't be filmed until Warner Bros. smashed precedent by teaming the genius of four great individual stars! See Kay Francis score her most glorious triumph as a childless woman fighting to hold her husband against a girl who can give him everything—and does!

## "Dr. Monica"



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A STORY NEVER WHISPERED  
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But now—as one courageous woman to another—Kay Francis reveals to you the throbbing heart drama of thwarted motherhood! See her in the most courageous of all her sensational roles! . . . .

*Dr. Monica*



*Kay*

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A theme so big it demanded the combined genius of four great Warner Bros. stars.

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The most daring — cou-  
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played! Even more  
sensational than "The  
House on 56th Street"

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KAY  
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**T H E A T R E**

ONLY A SUPER-WOMAN COULD  
HAVE LIVED THIS STORY . . . .  
ONLY A SUPER-STAR COULD  
BRING IT TO THE SCREEN! . . . .

See Francis in her greatest portrayal of triumph-  
ant womanhood — sweeping all obstacles aside  
to bring you the role critics everywhere declared  
no star was great enough to play!

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*"Dr. Monica"*  
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Warner Bros.' 4-Star Sensation



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... THE HEART-  
CRY OF THWARTED  
MOTHERHOOD! ...  
*Kay*  
**FRANCIS**  
*Dr. Monica*  
Warner Bros.' 4-Star Sensation  
JEAN MUIR  
WARREN  
**WILLIAM**  
VERREE  
**TEASDALE**

**T H E A T R E**

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**T H E A T R E**

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the greatest of all  
her roles of triumph-  
ant womanhood!**

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*"Dr. Monica"*  
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VERREE  
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Warner Bros.' 4-Star Sensation



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**THEATRE  
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**"YOU'LL NEVER BE A MOTHER!"**

Women of Rochester, what would you do in this woman's place? Would you stand in the way or your husband's right to parenthood—or would you step out of the way and let another take your place?



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*Four Great Warner Bros. stars in the one story worthy of their combined genius!*

**THE HEART-CRY OF A  
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You women who someday hope to clasp a baby to your breast . . .

You women who long for the touch of baby fingers . . .

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Bring all your pity—all your tears—when you see this drama of women denied life's greatest ecstasy—the most daring—courageous—fearful role  
Kay Francis has ever played!

**"Dr. Monica"**





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**Actually—ALL FOUR  
IN ONE PICTURE!**  
Any one of them alone would make  
a picture great—so imagine what  
thrills you're in for now that Warner  
Bros. has found a story so great it  
has to have all four of them!

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*Dr. Monica*  
**JEAN MUIR**  
WARREN  
**WILLIAM**  
VERREE  
**TEASDALE**

Warner Bros.  
Super-Sensation

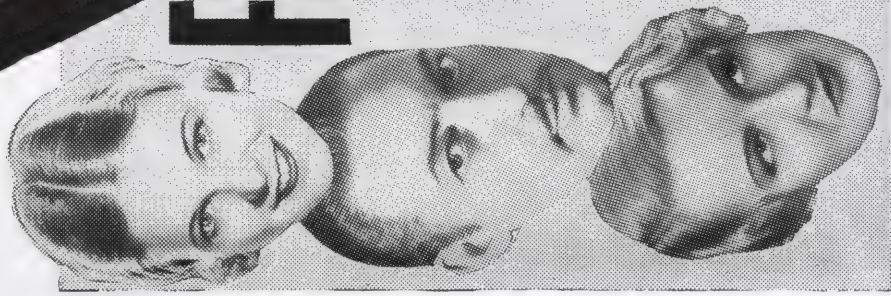


**• TO ALL WOMEN  
WHO HOPE TO BE  
THE MOTHERS OF TO-  
MORROW'S SONS!**  
See, by all means, this  
desperate drama of wives  
who are denied the great-  
est ecstasy of womanhood  
—a story so vast in its  
sweep of human emotions  
it took the combined gen-  
ius of four great stars  
to bring it to the screen!

*Kay*  
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*Dr. Monica*  
**JEAN MUIR**  
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Add another to the list of memorable por-  
trayals by Kay Francis—even greater now,  
than she was in "The House on 56th St."

**T H E A T R E**



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**T H E A T R E**

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## THE GREATEST OF STARS IN THE GREATEST OF STORIES! . . .

You'd be thrilled to see any one of these four great players in a single picture—but imagine all four of them together in a drama so terrific it could be trusted to no others!



**KAY FRANCIS**  
*"Dr. Monica"*  
**JEAN MUIR**  
**WARREN WILLIAM**  
**VERREE TEASDALE**

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### IT HAD TO HAVE 4 GREAT STARS or it couldn't be filmed!

Watch three minutes of this picture's terrific drama and you'll know why Warner Bros. had to upset all precedent and put four of Hollywood's greatest individual stars into one show! Critics said it was too daring, too sincere, too square with the facts of life to be filmed—but here it is — and how you'll love it!

## Dr. Monica

VITAPHONE SHORTS HERE

**T H E A T R E**

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Never Such a Story! Never Such a Cast!

\* \* \*

See Kay Francis Score Her Most Glorious Triumph!

\* \* \*

A Story Never Whispered. . . Even by Wife to Wife!

\* \* \*

Four Great Warner Bros. Stars in the One Story Worthy of Their Combined Genius!

\* \* \*

Only a Super-Woman Could Have Lived This Story. . . Only a Super-Star Could Bring it to the Screen!

\* \* \*

Sweeping On to the Greatest of All Her Roles of Triumphant Womanhood!

\* \* \*

The Greatest of Stars in the Greatest of Stories!



## T H E A T R E



Only a Super-Woman  
Could Have Lived This  
Story... Only a Super-  
Star Could Bring It  
to the Screen!... Kay in the  
role critics everywhere declared  
no star was great enough to play!

**KAY FRANCIS**  
*"Dr. Monica"*  
**JEAN MUIR**  
WARREN  
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**TEASDALE**  
Warner Bros.' 4-Star Sensation

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Four Great Warner Bros. Stars in the One  
Story Worthy of Their Combined Genius!

*Kay* **FRANCIS**  
*"Dr. Monica"*  
with **JEAN MUIR • WARREN**  
**WILLIAM • VERREE TEASDALE**  
**T H E A T R E**

146 Lines Mat No. 16—20c



From the Anguished Depths of a  
Woman's Secret Soul, Rings the  
Heart-Cry of Thwarted Motherhood!

**KAY FRANCIS**

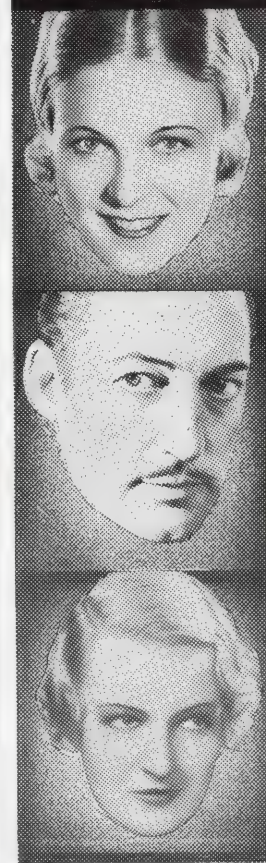
*"Dr. Monica"*  
Warner Bros.'  
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**WOMEN OF GALVESTON,  
SOME DAY YOU'LL SEE  
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As the days pass, women here and there  
will speak its name . . . One by one your  
friends will tell you their awed admira-  
tion of its greatness . . . Sooner or later  
the mounting tide of praise, discussion,  
comment will sweep you into its presence.  
For here is the picture every woman in  
the world will see . . .

**BECAUSE IT IS THE BEGIN-  
NING AND THE END OF EVERY  
WOMAN'S HOPES AND FEARS!**

Why wait? Why not get this rich ex-  
perience this very day . . . Be one of  
the first in Galveston to discover the  
great human drama of 1934! . . .



**T H E A T R E**

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# advertising

AS ALWAYS—WARNER BROS. BRING YOU THE GREATEST OF STARS IN THE GREATEST OF STORIES! NOW . . .



## KAY FRANCIS

Only a super-woman could have lived this story... Only a super-star could bring it to the screen! You'll marvel as you watch the supreme artistry of Kay Francis sweep triumphantly through a role only the greatest dared to play!

## "DR. MONICA"

You'll thrill as four great personalities from Warner Bros. famed star ranks re-create the story critics warned could not be screened! You'll applaud it as the finest dramatic achievement of the present year!

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The heart-cry of a childless woman rings from the screen to the depths of your heart! The most dramatic—the most powerful—the most forthright drama ever written for four great stars!



## KAY FRANCIS



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• • • THE HEART-CRY OF THWARTED MOTHERHOOD!

## KAY FRANCIS

## "Dr. Monica"

with JEAN MUIR • WARREN WILLIAM • VERREE TEASDALE

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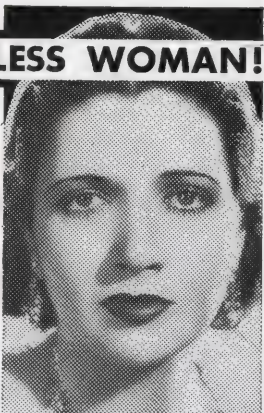
THE HEART-CRY OF A CHILDLESS WOMAN!

## KAY FRANCIS

## "Dr. Monica"

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T H E A T R E



Warner Bros.' 4-Star Dramatic Triumph

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## ANOTHER BOOST FOR THE TRAILER!

"The Warner trailer sold the show for us and had them talking a week in advance of playdate."

—J. J. Medford, Orpheum Theatre, Oxford, N. C.



# Serialization

## Doctor Monica

Adapted by Fred Ruslander from the Warner Bros. drama, starring Kay Francis.

### WHAT HAS GONE BEFORE

When John Braden, 35 year old novelist, sailed away for a six months' tour of Europe, two women waved farewell to him. One was his wife, Dr. Monica Braden, at 30, a famous obstetrician; the other was his 21 year old sweetheart, Mary Hathaway, with whom he had parted, presumably forever, in their love nest the night before. Both girl and man felt they must sacrifice their love for Monica. As the boat sailed, John waved to Mary, who, weeping, was comforted by Monica, despite her own feeling that John had not been able to see her in the crowd or he would have waved a farewell to her.

### CHAPTER IV.

MARY had drunk her third highball in silence and was reaching for her fourth when Dr. Monica turned from the telephone in disappointment.

"I was all set to get it over this week," she told Anna who watched her with disapproval written in her countenance. "Now, Dr. Terry has gone on a month's vacation, and I'll be crazy with impatience until he gets back."

"I can't see what a woman in your position, with your great responsibilities, wants with a baby, anyway," her friend scolded.

Monica smiled to herself.

The Chandor houseparty was not an unqualified success. Monica found herself more and more concerned over Mary's behavior. The girl drank too much. She was frequently ill in the morning, and her recklessness when horseback riding was entirely unlike the usually quiet Mary that Monica had known and to whom she was deeply attached.

The climax came on the last day of the gathering.

For no apparent reason Mary rushed her horse at a fence, and though the beast did its best, the

result was a spill that stunned her for a few minutes.

When Mary had been tuckered into bed, Monica entered the room.

"It's absurd putting me to bed," Mary protested.

Monica laughed.

"That's your punishment," she said.

"Tell me," she continued, "Did you and this man of your's quarrel?"

"No."

"Did he cool off on you?" the doctor queried.

"Let's not talk about it," pleaded Mary.

"I suppose you could get in touch with him," Monica added.

"I don't want to talk about it—why don't you shut up?" the girl sat up in bed, angrily.

"I must know things to help you," Monica insisted.

Mary looked at her.

"You can't help me. Who ever said you could?" she snapped.

Monica smiled, a little wearily, and returned the girl's gaze.

"I rather think I can," she replied quietly. "I've an idea it's in my line." She paused for a moment. "Helping foolish young women is not exactly a new experience to me. You can get into more kinds of trouble through your unbalanced emotions than all the doctors in America can remedy."

"Why, you're crazy," Mary cried, suddenly gripping Monica's arms.

"I don't think it's I who am crazy," Monica answered. "Be honest with yourself, at least. You are in love with a man. I saw you weeping at the boat when he left. Who is he? You need him now. Why not send for him? If he loves you, he'll come back, and marry you. Then you won't have to worry so much."

Mary's head sank down to the pillow.

"That's the trouble," she sobbed. We can't do anything about it—except love each other and suffer. He's gone away—don't think we aren't paying," she wept. "It was only right for us to separate—so he's gone."

"Well, you've got to get yourself calm first, and healthy afterwards," Monica stated. "You've been drinking too much—fretting too much."

"I know a retired nurse out in the country," the doctor continued, "who'll take care of you, and nurse you back to health."



Riding madly for a fall—laughing at danger—scorning life—fearing to face a fact she knew, Mary courts death on a jumping horse—(Thrilling, tense, dramatic, is this steeplechase scene from Warner Bros. "Dr. Monica.")

You'll stay there a few months, and be your old cheerful self again. Troubles have a way of righting themselves if we don't lose our heads, or our nerve, and give them time enough. I wish I

could change places with you." "If you only could," breathed Mary.

"Why, darling," Monica smiled. "How I envy you."

(To Be Continued)

## Doctor Monica

Adapted by Fred Ruslander from the Warner Bros. drama, starring Kay Francis.

### WHAT HAS GONE BEFORE

Mary Hathaway, 21 years old and an amateur aviatrix, had had an affair with John Braden, novelist, and husband of the famous obstetrician, Dr. Monica Braden. John and Mary had decided to break off their relationship and John had gone abroad for a protracted stay, when Dr. Monica discovers that Mary is going to have a baby. Mary refuses to tell who the father is, but Dr. Monica promises to help her, and sends her to the country to live in retirement until the child is born.

### CHAPTER V.

STRANGELY enough, John Braden found his thoughts turning more and more to his wife as he traveled slowly through the principal cities of Europe. He had, he believed, truly loved the young girl whom he had seduced. He could not understand why his affair with her assumed less and less importance in his memory, as one week followed another. He had left her, thinking that he would take to his grave a heart filled with sorrow and a soul fired with renunciation. To his surprise, he was more relieved than grieved over the ending. He missed his wife; missed her unselfish devotion, her encouragement, her poise, her love for him. Thoughts of Mary filled him with remorse. He was sorry he had hurt her, unhappy at being the cause of her unhappiness, but he was not sorry that he was never to see her again. Suddenly it dawned upon him that he was lonesome; that his romance had simply been the attraction of middle age for youth, grown stale; the desire many a married man has for new thrills, new experiences. He wanted Monica, and wanting her, rushed to a cable office. Less than three months after his departure, he was on his way back to home, and Monica.

The months, however, had not been happy ones for the physician. Despite her experience, and her sophistication, Mary's trouble had shocked her. An even worse

shock was the announcement of a famous specialist that she could never hope to have a baby herself, and her heart yearned for one.

Anna Littlefield was busy, too, almost too busy to worry with her over Mary's predicament. Anna, who was an architect of no mean ability, was drawing plans for Monica's maternity clinics, and refused to allow herself to be diverted by thoughts of a young girl "in trouble."

Monica was, however, almost deliriously happy when John returned, and her joy, when he presented her with an exceedingly extravagant present, a jeweled wrist watch, for Christmas, was boundless.

John did not tell her that, shortly after making the pur-

chase he had run into Mary in the store, and had been again surprised to realize how little he felt toward the girl. Returning to the jewelry counter, he returned his first purchase and bought a watch at almost double the price. Just why, he himself did not know.

It was a happy Christmas for Monica. John, his conscience eased by the gift, was content. Mary, in the country, fought for peace and bravery as she waited for the time of her ordeal. So the months sped by, and finally Dr. Monica arrived at the cottage in the country.

The nurse met the physician as she drove from the station.

"She's in a terrible state, doctor," Mrs. Monahan explained. "The poor child is half crazy with fright. She's got hold of some obstetrical books somewhere, and has been reading them on the sly until I found out about it. They've frightened her half to death."

Monica's presence, and that of Anna, who had accompanied the doctor, brought Mary some comfort.

"I'm so afraid," she moaned. "I'm going to have a terrible time, aren't I?"

"Of course not," said Monica. Mary grew hysterical.

"There's no use fooling me," she screamed. "They've been moving those things into that other room all day, whole wagon loads of things—it's like listening to them setting up an execution chamber."

"You are not alone," Monica replied soothingly. "I'm here, and Anna is here."

"I wish he knew—if I knew he were thinking of me, I wouldn't feel so lonely," the girl

started to sob. A searing pain cut through her and she screamed.

"Courage," said the doctor. "I'll be back in a moment," and she hurried out, to prepare the room and sterilize instruments for the event she knew would soon take place.

Mary, still hysterical, sat up. Suddenly she reached for the telephone and called a number.

Monica, hearing her voice hurried to the room, and stood in the doorway just as Mary said:

"Hello—will you call Mr. Braden to the telephone? I've got to talk to him"—the girl's voice rose hysterically. "Please tell me where I can find him. He's got to be here." A paroxysm of pain seized her, and she dropped the telephone to the floor. "I can't face it without him," she moaned. "John—John—"

Transfixed in the doorway, Monica stood as if made of stone. As Anna came, carrying a tray of instruments, she turned.

"Get another doctor," she said. "The man is John."

As a shriek from Mary split the air, Monica started down the stairs. Anna rushed after her.

"Go up to her," she commanded. "She's your patient—right now her life and your reputation are in your hands."

"Do you think I'd touch her," snapped Monica. "I'd kill her—"

"You lie"—Anna drew back her arm, and slapped Monica stingingly across the face. "That woman upstairs is nothing to you but a patient—you're a doctor, bound by oath to deliver her child—Go upstairs, Monica."

"Thanks," she said, and went slowly up the steps to the room from which came the cries and moans of a frightened woman.

(To Be Continued)



Mary quailed as Dr. Monica denounced her for fearing motherhood. "But he's a married man, he can't help me," she wailed. (Two supreme screen actresses rise to great dramatic heights in this pathetic scene from Warner Bros. "Dr. Monica.")



# Serialization

## Doctor Monica

Adapted by Fred Ruslander from the Warner Bros. drama, starring Kay Francis.

### WHAT HAS GONE BEFORE

When Dr. Monica Braden discovered that her husband, whom she loved devotedly and whom she believed loved her, was the father of Mary Hathaway's child, and realized that the two people she loved most in the world had betrayed her, she was tempted to rush from the girl's bedside and leave her to some other doctor, despite the fact that the hour of her ordeal had arrived. She was saved from this breach of professional duty by Anna Littlefield, a friend and confidante of both doctor and patient.

### CHAPTER VI.

DR. MONICA'S world had shattered around her, and to her dismay, her usually competent mind refused to function over the problem. Automatically, she attended to her professional duties.

Mary, knowing that eventually she must give up her baby, had refused to see or nurse it, fearing lest its need of her should cause her to waver in her determination not to keep it. The girl believed Monica disliked her for this attitude. She was too sick, and too weak, to seek further explanation for the sudden formality of the physician's conduct.

Monica walked through life as in a dream, with Anna watching over her anxiously.

Slowly the wife reached a decision.

She would go away with John for two weeks, during which time she would force herself to forget. For two weeks she would revel in his newly awakened love. Then, she promised herself, she would divorce him, leave him free to marry Mary, and legitimize the child.

Before leaving, she paid a final visit to Mary, and informed her, coldly enough, that she must either nurse the child or allow it to die.

"I can't understand why you hate that child," Monica said.

"I don't, I don't," the girl sobbed. "I love it—I love it. But I can't give way to it, because I love its father so much."

"You mean it's only by giving up the baby you can forget the father?" Monica asked. Her face darkened. "I thought you were getting over it—I thought you hadn't seen him since you gave him up. He'll forget you, all right. You'd better make up your mind to do the same."

"Then I can't nurse his child," said Mary. "I can't give away my baby if I do."

"I'm sorry for you, Mary," Monica said sternly. "But it's the only way to save your baby's life," and she quickly left the room.

Two weeks of happiness is not much when one faces a life of loneliness. Monica thought of this as the thirteenth day of their second honeymoon drew to a close. She and John had gone to the little Maine fishing village when they were first married. It

was there she had chosen to end their happiness.

It was dusk, and the sound of an airplane startled John.

"Didn't you recognize the plane?" Monica asked.

"No," he replied. "Should I?" "It's Mary Hathaway," Monica said.

John looked startled.

but I know all about it, John."

John was openly frightened.

"What do you mean?" he asked.

"I'm not blaming either of you for falling in love with each other," Monica said. "I know that you couldn't help it. I know neither of you wanted to hurt me."



"I must speak to him—I can't face it alone." Dr. Monica, silent in the doorway, hears Mary seeking, and sobbing, for her doctor's husband. (No one can sit unmoved as Jean Muir smashes Kay Francis' world of hopes and dreams in the Warner Bros. screen drama "Dr. Monica.")

"I thought she was in Europe or somewhere."

"She has been away from New York for some time," Monica declared. "I managed to inveigle her into coming down. I didn't tell her you were here. She'll be in the second cottage down the line."

"You've been a terribly good sport, dear, the two of you have,

"Monica! How did you—" John's question was stopped by Monica's upraised hand.

"Oh, it doesn't matter how I discovered it, but I know the consideration you've both shown for me," she said. "I know how you've tried to stay apart. I—I don't want you to try any longer, John."

"We'd been thrown together so

much, we both lost our heads; we simply weren't sane," John said slowly. "It lasted a few months and then we realized how rotten we were. I want you to know that it's all over—she means nothing now, Monica, if you'll only forgive me."

"I do, dear," Monica replied softly. "I forgive you with all my heart. But I've got to let you go, John. You belong to Mary now. To Mary, and her baby."

John sprang back in amazement.

"Her baby! he cried. "Monica."

"She didn't mean to let us know; she was going away by herself," Monica explained. "What would have become of poor impractical Mary if she had? I'd been dreaming of taking the child, but we can't, we couldn't shut Mary out like that. There'd be something so wrong about it. I'm afraid we couldn't survive it. And she loves you so much."

"But I love you," the man cried. "Why should you suffer?"

"Think how I'd suffer if we'd ended in bitterness," she said. "I've got my work, and somehow back of it all, there'll always be our love. It won't belong to the everyday things of life, but we'll have it — something apart — there'll be something eternal about it."

"I want you to kiss me now," she continued. "Kiss me, and walk down the beach with her. Promise me that, will you?"

John nodded, and Monica held him close for a moment.

"Kiss me."

Their lips clung to each other for a long moment.

"Now," she said, "go—go to Mary."

(To Be Concluded)

## Doctor Monica

Adapted by Fred Ruslander from the Warner Bros. drama, starring Kay Francis.

### WHAT HAS GONE BEFORE

When she discovered that her husband, John Braden, a novelist had had an affair with pretty Mary Hathaway, an aviatrix, with whom he had had a baby, Dr. Monica was shocked and heartbroken. A famous obstetrician, she had cared for Mary during her illness. Dr. Monica decided to spend two weeks with John and then divorce him so that he might marry Mary. John protests his love for Monica, begs for forgiveness, and says his infatuation for the girl was all over. Dr. Monica reminds him of his duty to the baby, kisses him and sends him to Mary.

### CHAPTER VII.

A GROUP of children were looking in wonder at the airplane when John passed.

"Say, Mr. Braden," one of them called. "Isn't that a swell plane? The lady's going to fly over to Brent's Cove tomorrow morning for gas — said she'd take me with her. She's over at Murphy's cottage."

Mary stood in the doorway watching John approach. Torn between a desire for flight and a longing to throw herself into his arms, the girl remained silent, but the love, shown so clearly in her eyes, caused John to drop his own.

"John," she cried. "I didn't know you were here."

"Nor I that you were coming until Monica told me," he answered. "Mary, she's found out about us."

The girl was horrified.

"I knew this would come," she said. "I knew it. We couldn't escape consequences. Oh, John, I'd give my life itself if this could have been avoided. What did she tell you?"

"Everything," replied the man, kindly. "You, poor child, why didn't you tell me?"

"Will she ever forgive you?" John looked at her.

"She's forgiven us both," he said. "She's going away soon—to Berlin."

"Divorce?"

"There's no bitterness," John explained. "She just thinks it's best."

"She means to sacrifice her own happiness on account of the baby, I suppose," Mary remarked. "We've no right to this, John."

"I know, but her mind's made up. Besides we have the"—he forced a smile—"is it a boy or a girl?"

"Her name is Monica," replied Mary. "John, I don't think I could ever stop loving you."

"We'll make a go of it," the man said, smiling sadly. "Let's see—let's see the baby."

Mary turned away, as a searing thought pierced her brain. John couldn't even bear to say the

name—to have his child called the same name as his wife.

"Even the name is wrong now," she wailed.

"She's too young to mind our changing that," he replied looking down at the infant.

Mary stood in tragic silence. This was a new John—a John obviously forcing himself to be affectionate. She could see, beneath the surface, the man's struggle with himself, to be kind to her, to conceal his own heart break. She knew, in that one instant, that she had lost him—lost him infinitely more completely than if they had never again seen each other. She realized too, with the intuition born of pain that he was suffering intensely, longing for, and needing Monica. In his inner heart there was no place for her.

Their love, she understood, was but an incident in his life. She stepped back, leaned against the wall for a moment, holding her baby close to her in a battle with pain. Then she crossed the room, knelt before John, and watched his face as he tried to smile at the child.

"I think Monica means to be in Europe about a year," John said. "We can arrange matters while she's there. Perhaps, meanwhile, you'd like to wait out in California—then, when the time comes I'll go out to you. Don't you think that's best?"

Mary, who had not heard a word, looked up at him.

"She resembles you, John," she said. "May I put her in your lap? Kiss me good-bye," the girl continued.

"Are you going somewhere?" John asked.

"I must square things with

Monica," she answered. "I shan't be long about it—let me do it my own way."

The sound of a whirring airplane roused the man from his stupor. Holding the baby in his

do you think?"

"She had no gas, John." They looked at each other. "There's no other plane in miles." Staring at the speeding airship in horror, Monica began to tremble. "Isn't



Together John and Monica watched Mary fly to death in an almost gasless airplane. (Kay Francis and Warren William rescue their love from the muck of sin and disloyalty in the thrilling, dramatic climax of Warner Bros. magnificent production of "Dr. Monica." The film began its engagement at the Strand yesterday.)

arms he went to the door, and saw Mary's plane flying out over the sea.

"Say, she wouldn't take me," wailed the urchin. "And she promised. She says she's going to Paris, and she hasn't any gas."

Monica, attracted by the noise had run to the group.

"John, what has happened?" she cried.

"She left me with the baby—said she'd be right back—what

there something we can do?" she asked.

In the distance the airplane grew smaller and smaller, and then disappeared into the horizon. John stood, silently holding his baby in his arms. Minute after minute passed in silence. Then, Dr. Monica turned, and with a sob, buried her face in her husband's shoulder.

The End



# exploitation

## For The Style-Conscious

This is a designing contest a little out of the ordinary. Instead of asking contestants to design a complete dress, half of the dress is shown on the first day. Entrants are asked to finish the dress, and best sketch, or that coming closest to original, wins prize. One column mat is for reproduction on day winning sketches are printed. It shows the Orry-Kelly original.

(Publicity Story)

## Local Style Experts To Finish Kay Francis' Gown



Kay Francis, ever Hollywood's choice of a well-dressed woman, poses for local fashion designers in new Daily News contest.

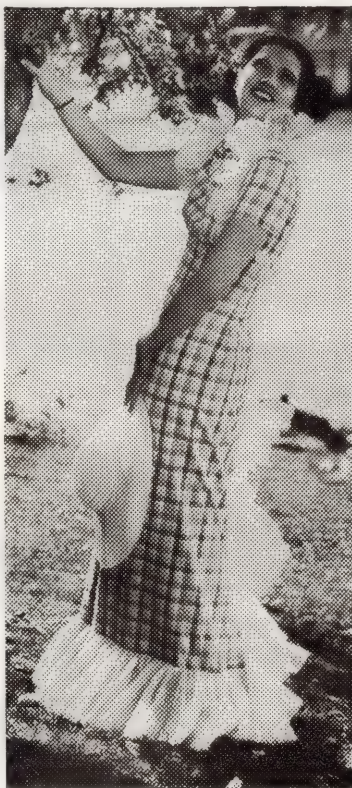
(Both illustrations in this contest available in one unit. Mat. No. 22 Price 20c)

Here You see Kay Francis dressed in —that's right, half a gown. What about the other half? That's where you come in, dear reader. Orry-Kelly, Warner Bros.' style expert in Hollywood made the dress, and we want to see whether you can do as well as he can.

And so you see Kay Francis, star of "Dr. Monica," the thrilling drama coming ..... to the Strand, partly dressed up for you. Your part is to finish her gown. Sketch in the lower part of the dress as you think it is, or should be.

Clip the above cut, mount it on a sheet of paper and outline with your pencil the most interesting way to complete the costume. On the following day the completed illustration will be published in this paper.

Prominent stylists of the city (list names) will act as judges to decide which design submitted is the most charming. The (number) persons who have sent in the cleverest drawings will each receive a pair of guest tickets to "Dr. Monica."



## Max Factor Beauty Tie-Up

Contact your local Max Factor agent for dealer tie-ups on Kay Francis in conjunction with your showing. The Max Factor company has released some full page national magazine ads on Kay Francis in 'Dr. Monica'. Sell local Factor agent or drug stores on idea of backing this up with local ads and window displays (latter is a set-up).

## Cleveland Hipp's Lobby Idea



They pulled a swell advance lobby in Cleveland on "Registered Nurse" which is worth repeating on this picture. Idea is to set photo enlargements together with dialogue on picture in frames. (See illustration). Frames were spread along length of entire lobby.

## Guests of Honor

Invite the town's leading woman doctor as guest of honor for your opening. After she has seen the picture, invite her to express her views on it—if she'll do it before the audience, so much the better. Publicize her statement in a direct mail campaign or thru the papers.

## Weather Hints

Have local printer make up the following "Warm Weather Hints" for use as a throwaway. Make it a costless stunt by promoting a drug store to use the back to advertise a sunburn lotion.

### WARM WEATHER HINTS by Dr. Monica

1. *Wool, linen, silk, tight clothing absorbs a great deal of perspiration, becoming soggy and heavy.*

2. *Wear light colors, white preferably. Although this does not actually make the body more cool, it tends to have a cooling effect mentally.*

3. *Don't expose your body to the sun for too long the first time you go swimming. Wear a light covering over the shoulders and body. This will give a gradual layer of tan and prevent blisters and acute sunburn.*

4. *Keep cool at the Strand Theatre, where an excellent cooling system keeps the temperature pleasant and comfortable.*

*And see Warner Bros.' greatest dramatic triumph—  
(cast and dates)  
Kay Francis in  
"DR. MONICA"*

## Telephone Tie-Up



Still illustrated can be used for tie-up with local telephone company. Idea is for company to take window or ad space on fact that in "Dr. Monica" now playing at your theatre Kay Francis finds telephone a great asset to business and social problems. Still No. DM-2 available from Merchandising Plan Editor, 321 W. 44th St., N.Y.C. Price 10c ea.

## Play to Fem Clubs

You can arouse greater woman interest by securing cooperation of organizations such as day nurseries, parent associations, women's civic clubs and emergency aid societies. Broach the idea of having a special performance at your theatre for women members only. If they go for it, invite prominent local woman physician to speak on some topic close to the femmes. And don't fail to ask your city editors to send women reporters down to catch the doctor's spiel and audience reaction to it—and the picture.

## Eeny-Meeny . . . .

In the picture, Warren William is torn between Kay Francis, his wife, and Jean Muir, his sweetheart. Contest problem is "Who should he choose? Who would you choose in that situation?" Kay Francis has poise, maturity, experience, understanding and intelligence . . . Jean Muir has youth, naivete, beauty and sweetness. Use publicity scene cuts or stills to illustrate contest.

## Two-Month Fan Mag Tie-Up

Always valuable—*Modern Screen* magazine offers a two-month tie-up with 'Dr. Monica.' Plenty of outlets, plenty of angles, should insure the same enthusiastic reception to this, that over half of the exhibitors playing "Wonder Bar" have given that tie-up.



## KAY FRANCIS and JEAN MUIR APPEARING in "DR. MONICA" at the STRAND

**FOR JUNE DATES**—The July issue of the magazine, on sale at newsstands June 1, will carry a double-truck featuring Studio Styles gowns as worn by Kay Francis and Jean Muir. Pictures of both these stars are prominently displayed. A 22 x 34 blow-up of these pages has been sent to your local Studio Styles store, for display on counters or in windows. Room has been left for your imprint. Your playdate will be included when you see the store manager. For additional posters or information, write: Miss Pearl Honig, Dell Publications, 149 Madison Avenue, N.Y.C.

**FOR JULY DATES**—The August issue of *Modern Screen*, on sale July 1, has a brilliantly colored head of Kay Francis on the cover. This is your lead for an effective window-display in your Kress, Kresge, W. T. Grant, Murphy, Grand-Silvers, McLellan, or McCrory store. You can get a playdate display in the window with the Francis covers. If you have any other ideas, either consult local manager or write to Miss Honig, at the address above.



# For the women - 11 EASY FASHION ANGLES

## Working Girls

Run a contest to select 'the best dressed salesgirl' (or stenographer) in town. Get a number of department stores, business organizations, etc. to conduct contest by themselves. Co-operating newspaper prints pictures of contestants with voting blank attached so readers may state their preferences. In publicity story, tie in Francis as one of world's best-dressed women. Promote outfit from department store for winner of contest. Have her appear personally at your theatre modeling latest fashions. And, if there are other fashion shows run with picture, let her represent your theatre. It's a big stunt with a big idea!

## Radio Tie-In

Tie in with household radio program and run publicity story announcing two tickets for the best household suggestions sent in each day. Arrange for plug at start and finish of program. This was worked in Washington D. C. with tremendous success. It cost the theatre ten ducats a program but this was nothing in proportion to number of gals who took a stab at it. Do the same with any program if there's no established domestic hour. Beauty hint program would be a natural, tying in with Kay Francis one of the most beautiful women in Hollywood. The aim is becoming more valuable every day to showmen. Count on it for every campaign!

## Lobby Show

If you don't want to go in to a stunt as elaborate as a full-size fashion display or show, here's something on a slightly smaller scale but a natural to get folks by the gate. A miniature show of hats and accessories. Promote them from local dealers who'll be glad to get the plug. Stunt is effective either for stage or lobby. Your angle can be a voting contest in which your patrons select the smartest Kay Francis hat. Get winning dealer to follow up with ad in newspapers. Aside from this plug, the stunt will be popular with patrons and will bring you valuable word of mouth publicity for remaining days of run.

## Kid Fashions

A fashion show for kids will take you off on a little-explored but highly effective angle. Kids always rate four star attention from the grown-ups in a stunt like this. Your tie-in is Kay Francis' style. Purpose of show should be to find the best dressed kid to receive a prize 'awarded' by Kay Francis in the general interests of good dressing. You will get the co-operation of mothers and ever-lasting thanks too. Give a prize to the best dressed boy and the best dressed girl. Department stores will also be glad to tie in to promote good dressing among children. Stunt can be pulled at lawn tea, on beach, in theatre or any place desired.

## Special Guests

Another angle is to invite fashion experts, and writers, and dress designers. Supply the writers with stills of Kay Francis in some of the smart new gowns she wears in the picture. This will give you a plug in the fashion columns of the local papers. Also give stills to dress designers and have them draw sketches. Announce in the paper that these people will be your guests. It's a two-way plug that will make patrons more Kay Francis style-conscious and give the fashion experts welcome prestige. Possible angle would be to show writer stills before the showing and ask her to describe a gown to the women in the audience before the feature goes on, telling them to be on the lookout for such and such of its features.

## "Doctor's Orders"

Provide department stores, apparel shops, hat shops, etc. with appropriate stills and blow-ups of Kay Francis styles, using the line, "Just what the doctor ordered" in displaying hand-bag, hat, stockings etc. And beneath that, "Kay Francis in 'Dr. Monica'", opening at the Strand Theatre next Monday." It's possible to use this angle in beauty shops, featuring Kay Francis wave, Kay Francis facial, etc. Also helps in fruit stores, grocery stores, candy stores, gift shops, stationery stores, etc. Plaster every shop window in town with "Dr. Monica." Get them to use the same slogan on their counters in special Kay Francis sales. Local optician tie-in on this angle particularly effective in displaying 'specs'.

## "We Dedicate—"

In fashion co-op, on counters and in window displays, have local dealers dedicate items of merchandise to Kay Francis, 'now appearing at the Strand in "Dr. Monica." This need not be confined to fashion shops alone. Use it in all stores. Get local bookshop to make a special window display of some great romantic novel and dedicate it to Kay Francis. Promote an apparel shop to stage a style show and have one of their dresses dedicated to Kay Francis. Another angle would be to show stills of Kay to fashion writer and have her comment at the show on the similarity etc. between the local gown and the one worn by Kay Francis in "Dr. Monica".

## We Are Dressing!

To the ladies chosen as best-dressed after your photo contest (explained elsewhere in this section), you might extend an invitation to your opening. Announce in the papers that your town's best-dressers will be on hand to welcome Kay in her new film.

If you don't use the photos, you can still invite them, after they are picked by fashion editors, or appointed committee. You may even score with a feature story concerning local style sinecures, their pictures, and their comments on the effect of Kay Francis' new creations on the fashion trend. You can always interest the locals, favorably or not, by singling a few out as especially well-dressed.

## Snappy Dressers

Your Vagabond Photographer can do yeoman's work on this show, by co-operating on the fashion angle. Tying in with newspaper will help along, too. Send your picture-snatcher out into the shopping district, near the big department stores and fashionable shoppes. The day before he goes, announce via the papers and on your screen that a photographer will take snaps of the best-dressed women he sees on the streets. Promote prizes for the gal with the nicest outfit. Display the photos in department store window, or preferably, theatre lobby. Call them local Kay Francis best-dressers. Award 'Dr. Monica' passes to everyone identifying themselves at box-office as having been snapped. That ties you in with the picture, and should create lots of interest and good-natured rivalry among the local sartorial stooges.

## Hair-Dressers

Interest prominent department store or beauty shoppe in a hair-dress show to be held in your lobby. Some of their customers or even their operators should be willing to display their marcelled craniums for the benefit of the fashionable elite. Shoppes will get plenty of help by cards, newspaper breaks, and displays. Simpler tie-ups would be window announcements: 'We feature the Kay Francis coiffure'. It's been used before—and with newspapers ads. For these window, counter, and newspaper breaks, we recommend stills KF 365, 369, 383, 387, 389. For other angles, you must work out local propositions. Don't miss the opportunities—with a fashion star, you'll be right in going the whole hog on every fashion angle. And hair-dressers are fashion in any town!

## Beach Parade

It's summer now — and you're playing Kay Francis! Instantly, that suggests a summer fashion show, a display of warm weather accessories to attract your women patrons! Promote all types of beach-wear from dealers with gals to show 'em off. Bathing suits, beach pajamas, sun hats, beach robes, sandals, summer formal gowns, afternoon dresses—there are innumerable angles to follow.

Now here's your tie-up slant! By playing up the idea that Kay Francis, star of "Dr. Monica," is Hollywood's best-dressed woman, you can plaster your galleries with stills, blow-ups and sales copy. We recommend especially still No. KF 406, a summer specialty featured by Studio Styles and worn by Kay in the picture. Local Studio Styles representative will aid you in displaying this gown in your show.

AND THE  
BIGGEST  
OF ALL



# exploitation

## A NEW CO-OP CONTEST IDEA FOR STORES, PAPER AND YOU

We worked this out so that you can approach your paper with something more than just a contest. It's a reason for extra merchant ads—and an original one! Box at right carries details. It can be worked singly with a large department store or with individual dealers catering to femme patronage. We sincerely believe it's worth consideration.

### (First Day Story)

## Get In On These Prizes For Shoppers

Believing that the stores of ..... (name city) are thoroughly equipped to satisfy every need of the most exacting dresser, local merchants have decided to bring their many advantages to the attention of one of the world's most exquisitely groomed women—Miss Kay Francis, whose latest dramatic hit, "Dr. Monica" is coming to the ..... Theatre next .....

They will assemble an entire outfit and expect to prove conclusively that right here in ..... (name city) may be purchased as becoming an ensemble as may be found for the same price anywhere in the country.

To aid in this venture, The ..... (newspaper) invites every reader to turn professional shopper and will award three valuable prizes for the three most helpful suggestions.

For the most tasteful outfit which may be purchased at the least expense from the stocks of merchants advertising in this newspaper, the ..... (newspaper) will award a first prize of ..... (state prize).

For the most tasteful outfit which may be purchased in a like manner regardless of expense, the ..... (newspaper) will award a second prize of ..... (state prize).

And for the most economical costume purchased under the same conditions, there will be awarded a third prize of ..... (state prize).

Note particularly that it is not necessary to limit one's selections to items individually advertised in this paper. Study the windows and visit the stores. Clerks have been instructed to help you by showing merchandise and quoting prices. No one will be importuned to buy.

Because of her distinct style of beauty, Miss Francis must be studied carefully before making your selections. Remember, every item of wearing apparel must be considered—shoes, stockings, underwear, dress, wrap, hat, purse, gloves, jewelry, style of hair dress and style of make-up. In short, you must list everything that goes into the costuming of a correctly gowned woman.

Letters should describe each item briefly, giving the price and naming the store at which it may be purchased.

All contestants should send their letters to the Kay Francis Contest Editor, in care of this paper before ..... Judges will be ..... (name judges).

### (Second Day Story)

## Shoppers Vying For Kay Francis Awards

Are you in on the fun? Local merchants report that the contest is in full swing and flocks of women have already started to shop around in an effort to win one of the three grand prizes.

Hadn't you heard about it? Here's the story in a nutshell.

Declaring that their stores are fully equipped to satisfy every need of the most discriminating dresser, local merchants have decided to call this fact to the attention of one of the world's most exquisitely groomed women—Miss Kay Francis, whose latest dramatic hit, "Dr. Monica" is coming to the ..... Theatre next .....

To this end, The ..... (newspaper) has invited every reader to turn professional shopper and become eligible for one of the three grand prizes to be awarded for the three most helpful suggestions.

For the most tasteful outfit which may be purchased for the least money directly from the stock of merchants advertising in this newspaper, The ..... (newspaper) will award a first prize of ..... (name prize.)

For the most tasteful outfit which may be purchased in a like manner regardless of expense, The ..... (newspaper) will award a second prize of ..... (name prize.)

And for the most economical outfit which may be purchased under the same conditions, there will be awarded a third prize of ..... (name prize.)

Understand that it is not necessary to limit one's selections to items advertised individually in this paper. Study the windows and visit the stores. You may select anything in stock. Clerks have been instructed to help you by showing merchandise and quoting prices. No one will be obliged to buy.

Miss Francis has a distinct style of beauty and she must be studied carefully to be dressed effectively. Every item of wearing apparel must be considered—shoes, stockings, underwear, dress, wrap, hat, purse, gloves, jewelry, style of hair dressing, style of make-up, etc. In short, everything that goes into a complete ensemble must be listed.

Letters should describe each item briefly, tell the store where each may be purchased and exactly at what price.

All contestants should send their letters to the Kay Francis Contest Editor of the ..... (newspaper) before ..... Judges will be ..... (name judges).

## Kay Francis Costume CONTEST RULES

Prizes will be awarded as follows: First prize to the one who can dress Kay Francis, from head to foot, in the most becoming costume for the least money; second prize for the most becoming costume; third prize for the most economical costume. Every item of dress must be included: shoes, stockings, underwear, gown hat, wrap, gloves, purse, jewelry, coiffure, make-up.

Articles selected must be chosen from the stocks of merchants whose advertisements appear in this newspaper.

It is not necessary to limit the selection to individual items advertised; watch the windows, or visit the stores. Clerks will welcome inquiries and give you any price information you require.

Economical costuming does not mean a Mother Hubbard wrapper and a pair of shoes. A beautiful costume does not mean an impractical ensemble. Study Kay Francis' type; decide if she is to be dressed for the street, for a formal afternoon function, or an evening party. Prizes will be based on proper selections for the affair designated.

List each item, with the price, describing each garment briefly and stating in what store it may be purchased.

Send selections to the Kay Francis Contest Editor of the ..... (newspaper) before ..... when the contest closes. Judges will be ..... (name judges).

### (Third Day Story)

## Last Shot at 'Dress Kay Francis' Prizes

What fun these women have been having! They've been shopping around like mad selecting an ensemble for Kay Francis, whose latest dramatic hit, "Dr. Monica" is opening at the ..... Theatre next .....

If you've not already started, it's by no means too late. Here's the story:

Because the local merchants feel that their stores are fully equipped to fill every need of the most fastidious dresser, they wish to call this fact to the attention of one of the world's most exquisitely groomed women, the lovely Kay Francis.

To help them do this, they have invited every reader to turn professional shopper and prove to Miss Francis—and the world—that it is possible to buy as charming an outfit right here in ..... and for no more money, as may be found in any city in the country.

For the most tasteful outfit which may be purchased for the least money directly from the stock of merchants advertising in this paper, The ..... (newspaper) will award a first prize of ..... (name prize).

For the most tasteful outfit which may be purchased in a like manner regardless of expense, it will offer a second prize of ..... (name prize).

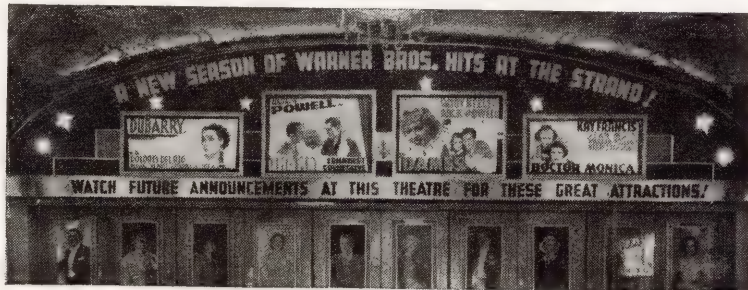
And for the most economical outfit which may be purchased under the same conditions, there will be awarded a third prize of ..... (name prize).

Start making the rounds today! Understand, you don't have to limit your selections to items of apparel which have been individually advertised in this paper. You may select anything. Clerks have been instructed to help you by showing merchandise and quoting prices with no obligation to buy.

Because of her distinctive beauty, Miss Francis should prove an inspiration to you. Remember, you must create a complete ensemble—shoes, stockings, underwear, dress, wrap, hat, gloves, purse, jewelry, style of hair dress, style of make-up, etc.

List them all in your letter and send it to the Kay Francis Contest Editor of this paper not before ..... Be sure to give the price of each item and the store where it may be purchased.

## This is the N. Y. Strand's Exit



Broadway movie crowds learn about the Strand's coming Warner and First National shows with this overhead banner. Four pictures are mentioned with enough reading space for a catchline and cast in each.

## Co-op Florists Collect With Kay Francis Rose!

We recommend for the warm summer months—a Kay Francis bouquet! All you need is a cooperating florist and a couple of ideas. Here's the way to go about it: Sell the flower-vendor the idea of plugging either a Kay Francis bouquet, or a Kay Francis rose. He supplies the flowers—you do the rest. Get as many of the blooms as possible for your lobby. A credit card will satisfy the dealer and give you a fragrant, cool-looking lobby.

Give him stills and blow-ups for window and counter. Give him mats for his newspaper ads. Try to promote a 'Kay Francis rose' for every woman attending an appointed matinee. It's not a prohibitive cost for the dealer, and he gets plenty of credit for his investment. And you—you get plenty, too.

### Noted Doctors

From your newspaper morgue or from experience, you can cull plenty of interesting stories concerning exploits of women doctors. Play up the angle that Kay Francis is a woman doctor, Dr. Monica, and that these other sagas show the trouble facing professional gals. An interesting news break can be worked up with a little ingenuity.

### For Women Only

If you've had any success with 'women only' matinees, then go for one on this picture. Announce a chance for the women to get together without having the men-folks around. As an added inducement, have a prominent woman physician down, to answer any intimate questions, including those relating to the picture. Promote tea, cookies, and let them have a real, cat-time.

## 24-Sheet Cutout For Marquee



Head is about 9 feet high. Lay it out this way or suit yourself. And remember the head for future use!



# exploitation

## Yes, Sir! That's My Baby!

Scene below of Kay Francis and one of Hollywood's babes will bring a glow in every mother's heart. Get 'em to lug out their pictures, and show why their kids are the smartest, most beautiful the world has ever known. Here's the story for your editor:

(Publicity Story)

## Most Beautiful Babies to be Selected in Prize Contest!



Lovely Kay Francis, star of "Dr. Monica" at the Strand, seen with one of "Dr. Monica" babies. Mat No. 44-200

Here's a beautiful little baby being smiled upon by the beautiful Kay Francis, whose latest dramatic hit, "Dr. Monica" is coming to the Strand Theatre next .....

You'll agree, we believe, that it's a touching little scene—a scene with which you as a mother are surely familiar. But perhaps you've often felt that you'd like others to share in the pleasure given you by your own baby—and here's your chance to give them the chance.

The management of the Strand Theatre has opened a contest to determine the two most beautiful babies in Sandusky. One prize will be given for the most beautiful boy and one for the most beautiful girl. And all babies three years old or under are eligible.

Entering the contest is simple—and lots of fun. You merely get out the snapshot or photograph album, select your favorite picture, and send it in to the Baby Contest Editor in care of this paper.

All pictures must be in no later than ..... And to insure

the picture's safe return, be sure to enclose a self-addressed stamped envelope suitable for that purpose.

The two winning pictures will be published in this paper next ..... And in addition ..... (list of other prizes).

Meanwhile, you'll want to go to the Strand Theatre and see Hollywood's idea of a beautiful baby in "Dr. Monica." Kay Francis is in the title role, supported by a cast of notables including Jean Muir, Verree Teasdale and Warren William.

## Why They Like Her

An interesting stunt with Winchell's name to back it up. Should get lots of response from the men-folks. You'll find the dope in the publicity story:

(Publicity Story)

## Winchell Picks Kay Francis As Wife

Heaven knows, most husbands will tell you that one wife is enough! But who can say that men do not often privately speculate on the women they'd choose if monogamy were suddenly to be repealed and a man could have as many wives as Solomon—provided he wanted them and his pocketbook could stand the gaff!

Walter Winchell quite openly remarked in a recent column that if he were allowed five wives, Kay Francis, who has the title role in "Dr. Monica" which comes to the ..... Theatre next ..... would be one of them. And the reason he gave was that Kay Francis has poise.

Naturally, Miss Francis has other pleasing qualities. She has charm, grace, beauty, a pleasant disposition and a hundred and one other such desirable traits. And because of this fact, the management of the ..... Theatre is offering free tickets to the opening night of "Dr. Monica" for the five letters of not more than a hundred words which tell most interestingly just what it is about Miss Francis that the writer enjoys the most.

Perhaps you like her eyes. Perhaps you like her smile. Or perhaps you like the way she walks. But, whatever it is, write it in not more than a hundred words or less and mail it to the Kay Francis Contest Editor, in care of this paper. All letters must be in not later than .....

Then slip over to the ..... Theatre and see Kay in Warner Bros.' latest dramatic hit, "Dr. Monica." She is supported by a cast of notables which includes Jean Muir, Verree Teasdale and Warren William. .... (name day) is the opening date.

## Success Stories

The woman in business, the successful woman, are always interesting to newspaper readers. Here are two angles which you can follow for breaks on this subject: First, Kay Francis plays the role of a successful woman doctor in the film. Tie on to that. Second, Jean Muir's rise to stardom in the course of a few months is a get-rich-quick tale as rapid as Hollywood has known. Have you some gals in town who have done the same—or would like to? They'd be interested.

## These Women . . .

Is a woman doctor handicapped by the fact that she is a woman? That's one of the problems confronting Kay Francis in this show. And that's the problem for you to take to your paper. Feature stories by women physicians, interviews, editorials, all may be outgrowths of this discussion.

## Family Album-ers

Use this either as a serious photo contest, or inject a little humor into your campaign by taking a slightly different slant on it. Publicity story below covers the first angle in detail. Humorous side comes from pleased expressions on parents' faces. Stress fact that you want pictures with that "parent look" about them. You should get any number of doting parents gloating over their prides and joys.

(Publicity Story)

## Clap Hands! Here Comes A Contest For Parents!



Mat No. 45-200

The above picture is taken from a scene in Warner Bros.' latest dramatic hit, "Dr. Monica" and coming to the ..... Theatre next .....

In it we see Kay Francis, who plays the part of a woman doctor, admiring the baby of two very happy parents. It is a touching scene—one which evokes the most tender emotions.

Perhaps you too have had similar experiences. You stand a good chance of winning the distinction of having it published in ..... (newspaper).

In conjunction with the management of the ..... Theatre, the ..... (newspaper) is conducting a contest to find the most interesting family portrait of father, mother and child.

Contestants should submit their pictures to the Contest Editor of the ..... (newspaper)

with sufficient postage for their safe return. All pictures must be in not later than next .....

The winning portrait will appear in this paper next ..... In addition, (list other prizes here).

"Dr. Monica" stars Kay Francis. She is supported by a cast of notables which includes Jean Muir, Verree Teasdale and Warren William. It opens next ..... at the ..... Theatre.

## PRACTICAL SET-PIECE



Six-sheet cutout mounted on board with angular trim, goes for effective, inexpensive lobby. Room for copy indicated. Stills will make interesting border.

## YOUR STUDIO STYLES TIE-UP

You have a fashion star in Kay Francis, made-to-order for a style tie-up. Studio Styles are featuring four summer gowns in connection with "Doctor Monica," all created by Orry-Kelly, Warner's fashion creator. Over one hundred stores in the United States and Canada have been furnished with material on these dresses.

WHAT YOU'LL GET: Newspaper advertising mats. 28 x 42 Star photos. 11 x 14 photos. Cooperation in special stunts.

Three of the gowns are worn by Miss Francis, one by Jean Muir. If you want to see what they look like, order stills KF 397, 401, 406, JM 238. For further information concerning the tie-up write:

STUDIO STYLES, INC. 525 Seventh Avenue, N. Y. C.



# exploitation

## There Are Smiles

Kay Francis is famous for her smile. Run a contest for the most beautiful (or, if you wish, the sweetest, the cutest, most lovable or most winning, etc.) smile. Announce stunt with a story like this.

(Publicity Story)

## Smile, Girls, Smile! Prizes for the Best



Mat. No. 43—10c  
Available also as scene cut.

Who is not aware of the magic in a smile? Men have sold their souls—because of a smile! Empires have been won and lost—because of a smile! And men still shoot—because of the lack of a smile!

Kay Francis, star of "Dr. Monica," Warner Bros.' latest dramatic hit coming to the Theatre next is famous for her captivating smile. Miss Francis is a ravishing beauty, smile or no smile. But when she smiles, the world smiles with her!

Perhaps your own smile has some of the same infectious charm. But regardless of what you yourself think, why not take a chance and let someone else be the judge? In conjunction with the management of the Theatre, the (newspaper) is conducting a contest to find the (number) girls who smile most beautifully.

Perhaps you'll be the winner of a couple of tickets to the Theatre next for the opening performance of "Dr. Monica." Kay Francis is supported by a cast of notables which includes Jean Muir, Verree Teasdale and Warren William.

## Introducing . . . Set of 8 Colored Window Stills



Here it is! The one thing you needed—  
inexpensive and smart to get the class  
windows on the big street!

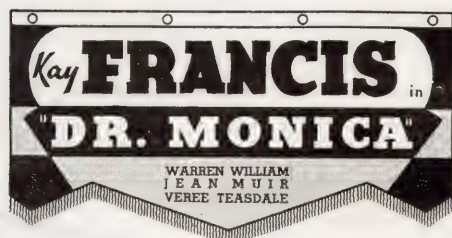
Stills, size 9" x 13", are mounted as  
shown on ripple board 12" x 19".  
Each still is beautifully hand colored  
and title is imprinted in corner large  
enough to be easily read but small  
enough to avoid any dealer kicks. One  
or two of these can be made the center  
of the window supplemented with regu-  
lar black-and-white 8 x 10 fashion poses.

Price: \$2.50 for set of 8

Order direct from:  
**NEW YORK GRAVURE CORP.**  
305 East 45th Street, New York City

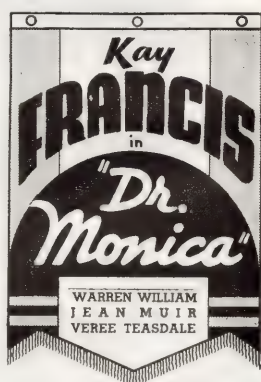
Sample set is at your exchange.

## BANNER DECORATIONS



BANNER (above)—For ends of marquee or instead of swinging signs under marquee. Canvas with stencilled lettering, 6 feet long—36 inches deep. \$2.40 each. On real satin—\$3.35 each.

BURGEE (right)—Two colors on fine duck, 20 x 30 inches—40 cents each.



VALANCE—Order to fit your marquee. Three colors with lettering sewn on fine duck—\$120 per yard. Two colors on silkolene—\$1.70 per yard.

Order from **M. MAGEE & SONS**  
140 FULTON STREET NEW YORK CITY

## Alternate Title

Because of the great human interest in the story of "Dr. Monica," many other titles suggest themselves. Print a brief synopsis of the story, without telling the ending, and offer prizes for the five best alternate titles. Since this requires a minimum of work and writing, it should attract a large number of fans.

## Showing For Docs

Invite a few doctors and nurses to a special showing and get their reactions to the picture. Follow up with newspaper story. Aside from the valuable word-of-mouth publicity, this will drive home to the public the picture's dramatic authenticity.

## Catchy Dialogue Lines

Here are stills and lines from some of the picture's most dramatic moments. You'll find them helpful when planning your lobby and front. Blow 'em up, or put them to use any way you see fit. And they'll fit!

But darling! We couldn't take the baby and shut out Mary like that!—She's the baby's own mother! (DM 15)

You're mistaken—I can help you! It's in my line . . . You're going to have a baby! (DM 21)

If you two love birds want to get together again, you'll have to quit being a doctor and be a woman! (DM 30)

Two weeks with him . . . two weeks of illusion . . . happiness . . . forgetfulness . . . Then I must leave him—forever! (DM 45)

I can't deliver her baby now! I can't touch her! . . . I'd kill her—it's my right!

You must! . . . Remember, you're a doctor now— not a woman! (DM 49)

John! . . . You've got to be here! . . . I can't face having a baby without you! (DM 50)

Unless I can have a baby, our marriage will go on the rocks . . . That's why I must find out what can be done! (DM 51)

Darling, let's be happy now . . . ! Let's make ourselves forget that this is our last time together! (DM 202)

Oh, let's not think! . . . No plans—no anything! Just loafing here together! (DM 210)




# exploitation

## 2-Color 40x60 Blow-up

## Special Colored 40" Head

*As always - Warner Bros. bring you the greatest of stars in the greatest of stories! Now...*



### KAY FRANCIS

Only a super-woman could have lived this story... Only a super-star could bring it to the screen! You'll marvel as you watch the supreme artistry of Kay Francis sweep triumphantly through a role only the greatest dared to play!

### "DR. MONICA"

You'll thrill as four great personalities from Warner Bros. famed star ranks re-create the story critics warned could not be screened! You'll applaud it as the finest dramatic achievement of the present year!

JEAN MUIR • WARREN WILLIAM • VERREE TEASDALE

Directed by William Keighley. A First National Picture

This fan ad, used in national campaign, has been blown up to display size for your use. Available in yellow and black at your exchange. Price 50c each.



This head of Kay Francis is one of the most effective photo-enlargements we've ever offered. Gorgeously colored by hand in unique natural colors with purple and blue predominant, varnished and backed on strong board to serve a variety of uses. It was ordered on sight by the Branford, Newark and Stanley, Jersey City, where it will be used for all future Kay Francis shows. It can be mounted on the front, in a 40 x 60 frame with title and billing top and bottom, on cloth lobby drape or for window display.

Specially priced at \$5.25

Head is also available in one color in the same size for \$3.75 on pink, green or blue stock and heavily varnished for protection and continued use. Order direct from

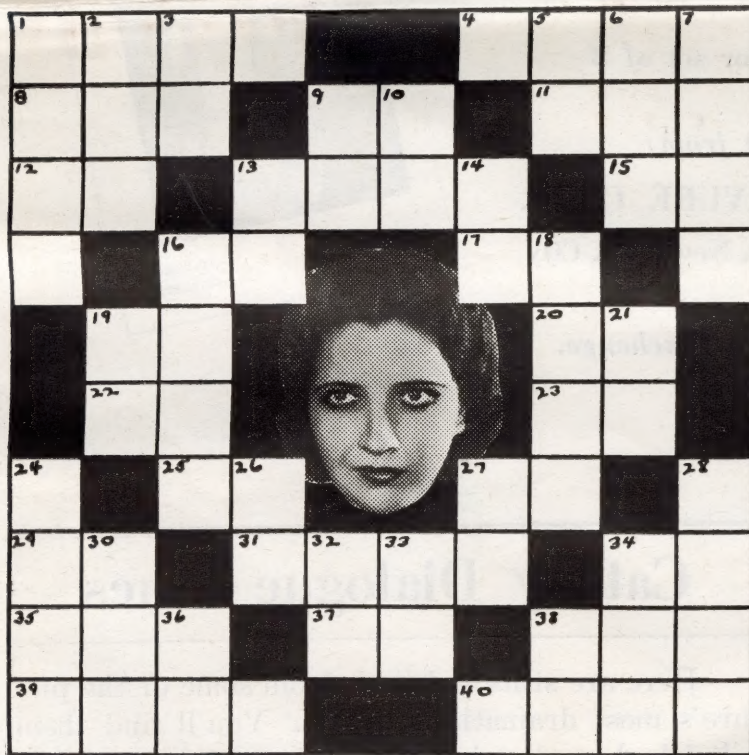
NATIONAL STUDIOS, Inc.

226 WEST 56TH STREET

F.O.B. New York

NEW YORK CITY

## Cross-word Puzzle



- ACROSS
- Rasp ..... FILE
  - To navigate in water ..... SWIM
  - One-spot ..... ACE
  - Spanish yes ..... SI
  - First woman ..... EVE
  - Myself ..... ME
  - Tiny bit ..... IOTA
  - Old form of you ..... YE
  - Atop ..... ON
  - Negative ..... NO
  - Chopping tool ..... AX
  - Italian river ..... PO
  - Myself ..... ME
  - Half an em ..... EN
  - Second letter ..... B
  - Greek letter ..... NU
  - Indefinite article ..... AN
  - Second letter ..... B
  - Public notice ..... AD
  - Impudent ..... PERT
  - Egyptian sun god ..... RA
  - Title of respect ..... SIR
  - Mother ..... MA
  - Kitchen utensil ..... PAN
  - Leg joint ..... KNEE
  - Position ..... RANK
- DOWN
- Public honor ..... FAME
  - Congeaed water ..... ICE
  - French article ..... LE
  - Worm-shaped letter ..... S
  - Ourselves ..... WE
  - Vine ..... VINE
  - Convence ..... MEET
  - As ..... SO
  - Neuter pronom ..... IT
  - Not out ..... IN
  - Indefinite article ..... AN
  - Yoked beasts of burden ..... OXEN
18. Not shut ..... OPEN  
19. Part of to be ..... AM  
21. Not off ..... ON  
24. To lie in the sun ..... BASK  
26. Upon ..... AT  
27. By ..... UP  
28. Place to deposit money ..... BANK  
30. Noise ..... DIN  
32. Printer's measure ..... EM  
33. Right angle ..... RA  
34. Hurried on foot ..... RAN  
36. With regard to ..... RE  
38. Father ..... PA

FILE SWIM  
ACE SI EVE  
ME IOTA YE  
E ON NO T  
AX PO  
ME EN  
B NU AN B  
AD PERT RA  
SIR MA PAN  
KNEE RANK

Puzzle and solution available as unit. Order Mat. No. 46—30c.

## 28x42 Blow-ups



In full colors: 3 for \$10 or \$3.50 ea.

In black and white: 3 for \$6 or \$2.25 ea.

F.O.B. New York City  
NATIONAL STUDIOS, Inc.  
226 West 56th Street, N. Y. C.

## Some O' Ya Lip!

Successfully used in Miami on 'Wonder Bar,' now it's yours:

(Publicity Story)

Prizes for Lip Prints  
Like Kay Francis'!



Kay Francis' lips  
Mat No. 47—10c

Above is a picture of lovely Kay Francis who has the title role in Warner Bros.' latest dramatic triumph, "Dr. Monica" which opens at the Theatre next

Beneath it is an imprint of her lips—lips of fire, lips of romance, lips of love!

Make yours up carefully then press them to a piece of paper—the glossier the paper, the better. Do they bear a similarity to Kay's?

If they do, send the imprint to the Beautiful Lips Editor, in care of this paper.

To the five who send in lip-imprints which most closely resemble Kay's, the Management of the Theatre will give two tickets for the opening performance of "Dr. Monica." Contestants should mail their 'lips' not later than

Besides Kay Francis, "Dr. Monica" has a cast of notables which includes Jean Muir, Verree Teasdale and Warren William in a dramatic story of love and life.

## See The Doctor

Set up a white booth at the beach with red cross painted on it. Sign announces, "Dr. Monica . . . Consultation . . . Free . . . Sunburn Treatment . . . Free . . ." Your local ordinance may ban beach advertising, but you can get around it this way. Promote samples of sunburn lotion or salve from nabe drug or department store. Enclose these in your heralds and hand them to advice-seekers. Same stunt can also be worked by setting up booth on busy corner.

## Colortone Slide



4 x 5 Colored positive only.....\$2.00  
—Set (pos. and neg.)..... 3.00  
3 1/4 x 4 Colored positive only..... 1.50  
—Set (pos. and neg.)..... 2.25

Order by Number N-831  
NATIONAL STUDIOS, Inc.  
226 West 56th Street, New York



# outdoor billing



**KAY FRANCIS**  
**DR. MONICA**

WITH  
**JEAN MUIR**  
**WARREN WILLIAM**  
**VERREE TEASDALE**  
DIRECTED BY WILLIAM KEIGHLEY  
A WARNER BROS.  
VITAPHONE PRODUCTION

**24 - SHEET**

DESCRIPTION: Illustration in full colors. Title is dark green. Background is light yellow. "Kay Francis" is cobalt blue with black center line. Credits are dark green. Use nine foot head of Francis for marquee or lobby cut-out. (Clip this note for your file—use it now, remember it for next time.)



KAY  
**FRANCIS**  
in  
**DR. MONICA**

JEAN MUIR  
WARREN WILLIAM  
VERREE TEASDALE  
DIRECTED BY WM. KEIGHLEY  
A WARNER BROS. VITAPHONE PRODUCTION

INSERT CARD



KAY FRANCIS  
**DR. MONICA**

WITH  
JEAN MUIR  
WARREN WILLIAM  
VERREE TEASDALE  
DIRECTED BY WILLIAM KEIGHLEY  
A WARNER BROS. VITAPHONE PRODUCTION

ONE SHEET and  
WINDOW CARD

Sliding Scale of Prices for Accessories	
<b>1-SHEETS</b>	<b>WINDOW CARDS</b>
1 to 50 .....15c each	1 to 50 .....7c each
51 to 100 .....13c each	51 to 100 .....6c each
Over 100 .....11c each	Over 100 .....5½ each
<b>3-SHEETS</b>	<b>INSERT CARDS</b>
1 to 25 .....40c each	1 to 25 .....25c each
Over 25 .....36c each	26 to 50 .....22c each
	51 to 100 .....20c each
	Over 100 .....19c each
<b>6-SHEETS</b>	<b>HERALDS</b>
1 to 10 .....75c each	1M to 5M .....\$3.00 per M
11 to 20 .....70c each	Over 5M .....2.75 per M
Over 20 .....65c each	<b>LOBBY DISPLAYS</b>
<b>24-SHEETS</b>	11 x 14 Photos .....75c a set
Up to 25 .....\$2.00 each	(8 in set—colored)
Over 25 .....1.75 each	22 x 28 Photos .....80c a set
	(2 in set—colored)
	Slides .....15c each
	Stills .....10c each
	Midget Window Cards .4c each
	Merchandising Plans .....Gratis
(These prices apply to U. S. only)	



KAY  
**FRANCIS**  
in  
**DR. MONICA**

WITH  
JEAN MUIR • WILLIAM  
VERREE TEASDALE  
DIRECTED BY WILLIAM KEIGHLEY  
A WARNER BROS. VITAPHONE PRODUCTION

THREE-SHEET



KAY **FRANCIS**

**Dr. MONICA**

with  
**JEAN MUIR**  
**WARREN WILLIAM**  
**VERREE TEASDALE**

DIRECTED BY WM. KEIGHLEY  
A WARNER BROS. AND VITAPHONE PRODUCTION

SIX-SHEET



KAY  
**FRANCIS**  
**DR. MONICA**

JEAN MUIR  
WARREN WILLIAM  
VERREE TEASDALE  
DIRECTED BY WILLIAM KEIGHLEY  
A WARNER BROS. VITAPHONE PRODUCTION

MIDGET WINDOW CARD



SWEEPING ON TO  
THE GREATEST  
OF ALL HER ROLES!

KAY  
**FRANCIS**  
**DOCTOR MONICA**

JEAN MUIR  
WARREN WILLIAM  
VERREE TEASDALE  
DIRECTED BY WILLIAM KEIGHLEY  
A WARNER BROS. 4-STAR  
VITAPHONE PRODUCTION  
★★★★  
DRAMATIC TRIUMPH!

SLIDE







**Scanned from the United Artists collection at the  
Wisconsin Center for Film and Theater Research,  
with support from Matthew and Natalie Bernstein.**



**Wisconsin Center**  
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

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HISTORY**  
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